

2M2M19088

(Pages : 1)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
 Second Semester MCJ Degree Examination, March /April 2019  
 MJLS2B06 - Themes, Theories and Issues in Communication  
 (2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**Part A****Write Short notes on any six of the following questions**

1. Congruity theory
2. Globalization
3. Media Imperialism
4. Development communication
5. Propaganda
6. Political communication
7. NWICO
8. New communication technology

**(6x2= 12 weightage)****Part B****Answer any four questions. Each question carries 6 weightage.**

9. Discuss the contemporary issues faced by the mass media in India.
10. Explain the relevance of the Diffusion of Innovation theory
11. Cite examples where mass media emerge an effective tool of social change.
12. Examine the scope of international media dependency.
13. Critically evaluate the political discussions of the Malayalam news channels.
14. What are the cultural effects of mass media on society?
15. Is media capable of bringing desirable behavioural changes, how?
16. Discuss the merits and demerits of globalization.

**(4x6=24 weightage)**

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
**Second Semester MCJ Degree Examination, March /April 2019**  
**MJLS2B07 - Public Relations**  
 (2018 Admission onwards)

: 3 hours

Max. Weightage : 36

**Part A**

**Write short notes on any six of the following questions:**

- 1 Press Release
- 2 IPRA
- 3 Edward L Berneys
- 4 Publics
- 5 SWOT
- 6 Corporate Identity
- 7 Differentiate PR and Advertising
- 8 Crisis management

(6 x 2=12 Weightage)

**Part B**

**Answer any four questions**  
**Each question carries 6 weightage**

- 9 Discuss the importance of Corporate Social Responsibility.
- 10 Explain the organisational structure of a PR firm
- 11 Prepare a PR campaign plan on behalf of the Govt. of Kerala to avoid plastics
- 12 Define Public and its importance in PR
- 13 Describe the importance of Media Relations in PR
- 14 What are the different PR tools
- 15 Critically analyse the work of the PR dept of the Govt.
- 16 What are the different stages involved in a PR campaign.

(4 x 6=24 Weightage)

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(Pages : 1)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
 Second Semester MCJ Degree Examination, March /April 2019  
 MJLS2B08 - Advertising  
 (2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**Part A**

Write short notes on any six of the following questions.

1. Infomercials
2. Surrogate advertising
3. New media advertising
4. Logo
5. AMUL
6. Brand name
7. Advocacy advertising
8. Jingle

(6x2=12 Weightage)

**Part B**

Answer any four questions. Each question carries 6 weightage.

9. Discuss the origin and development of advertising.
10. Explain how the ZooZoo advertisements became popular in India.
11. What are the different types of advertisements?
12. Analyse the various advertising appeals with adequate examples..
13. Explain the demerits of advertisements.
14. From the recent advertisements select an ad of your choice which you feel contains all the elements of a good advertisement.
15. Excessive advertising on all seasons have transformed Kerala into a consumer state. Comment.
16. How can an advertising agency establish its credibility and ensure creativity in the creation of ads.

(4x6= 24 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Second Semester MCJ Degree Examination, March /April 2019  
MJLS2B09 - Media Laws  
(2018 Admission onwards)

Time: 3 hours

Max. Weightage : 36

**Part A**

Write short notes on any six of the following questions:

1. Registrar for newspapers in India
2. Imprint line
3. Indecent Representation of Women (Prohibition) Act 1986
4. Press Council of India
5. Working Journalists Act
6. Slander
7. Sedition
8. Media Trial

(6 x 2=12 Weightage)

**Part B**

Answer any four questions  
Each question carries 6 weightage

9. Does the law of defamation act as a limitation to Article 19 (1) (a)? Elaborate.
10. Discuss the issue of parliamentary privileges with cases of breach of privileges.
11. Examine the importance of intellectual property right in the era of new technology.
12. What are the salient features of Indian Constitution?
13. What is contempt of court? List the differences available and the precautionary measures to avoid contempt of court.
14. Detail the important provisions of the Cinematograph Act, 1952.
15. Explain the relevance of Official Secrets Act in the Present Day Information Age.
16. Explain the official and legal steps you need to do, before starting the publication of a newspaper in India.

(4 x 6=24 Weightage)