

1M2M17211

(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MCJ Degree Examination, March 2017
MCJ2C08 - Advertising
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Answer Question 1 and Four others.

Part A

Write short notes on any six of the following. Each question carries 2 weightage:

1. In house agency
2. Advocacy advertising
3. Copy writing
4. Marketing mix
5. Advertorials
6. David Ogilvy
7. DAGMAR Model
8. Brand positioning

(6 x 2=12 Weightage)

Part B

Answer any four questions.

Each question carries 6 weightage

9. What are the different types of advertising? Explain with examples
10. Trace the evolution and growth of advertising in India.
11. What is branding? Discuss how branding is important in advertising.
12. How will you explain hierarchy of effects models, with reference to advertising?
13. Critically evaluate the legal and ethical aspects of advertising in India.
14. The brand is ultimately what determines if you will become a loyal customer or not-Elaborate.
15. Explain the process and workflow that happens for the successful execution of an advertising campaign.
16. What are advertising appeals? Also list different types with appropriate examples.

(4 x 6=24 Weightage)

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(Pages :1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MCJ Degree Examination, March 2017
MCJ2C09 - Media Laws
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Answer Question 1 and four others.

Part A

Write short notes on any six of the following. Each question carries 2 weightage:

1. Right to Information Act
2. Intellectual Property Rights
3. Cinematographs Act 1952
4. Contempt of court
5. Creative Commons
6. Fundamental Rights in Indian Constitution
7. Official Secrets Act, 1923
8. Indecent Representation of Women (Prohibition) Act 1986

(6 x 2=12 Weightage)

Part B

Answer any four questions.

Each question carries 6 weightage

9. What are the major provisions of Working Journalists (Fixation of rates and wages) Act, 1958
10. 'Press Council will remain a paper tiger in India till it is conferred with punitive powers.' – Critically comment on the statement.
11. Explain the need for amending Indian Penal Code in the light of its provisions that restrict media freedom.
12. Analyze the scope and limitations of Indian broadcast media laws
13. What are the provisions of PRB Act?
14. Is Indecent Representation of Women (Prohibition) Act 1986 capable enough to ensure reasonable portrayal of women in Indian media? Substantiate your views.
15. Draft a Professional code of conduct for media persons in India
16. What are the provisions Delivery of Books and Newspapers (Public Libraries) Act, 1954? And, explain the significance of this Act.

(4 x 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MCJ Degree Examination, March 2017
MCJ2C07 - Public Relations
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Answer Question 1 and Four others.

Part A

Write short notes on any SIX of the following. Each question carries 2 weightage:

1. News letter
2. Open house
3. Vertical communication
4. Media relations
5. Edward Bernays
6. Event management
7. Crisis management
8. External publics

(6 x 2=12 Weightage)

Part B

Answer any four questions.

Each question carries 6 weightage

9. Why do governments and corporations maintain a full-fledged PR department ?
10. Describe the hierarchy of PR in a big organisation. Delineate the important responsibilities of the key players.
11. What is CSR? Place your arguments in favour of CSR activities.
12. Trace the origin and development of PR with special reference to India.
13. What is a PR campaign? Describe the various stages of a campaign.
14. Define a PR agency. Describe the structure of a PR agency and its responsibilities.
15. Examine the need and relevance of code of ethics for the PR profession.
16. Assess the scope and challenges of PR profession in the highly globalised and digitised society.

(4 x 6=24 Weightage)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester MCJ Degree Examination, March 2017
MCJ2C06 - Themes, Theories and Issues in Communication
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage : 36

Answer Question 1 and Four others

Part A

Write short notes on any six of the following. Each question carries two weightage:

1. Paid news
2. Albert Bandura
3. McBride Commission
4. AIDA
5. Attitudinal change
6. Socialisation
7. Reithian Public Service model
8. Public opinion

(6 x 2= 12 weightage)

Part B

**Answer any FOUR questions.
Each question carries SIX weightage**

9. Examine the relevance of balance theories in the present day context.
10. Narrate the important concepts of diffusion of innovation and apply this theory in the adoption of online money transaction.
11. Can media change the attitudes of individuals? Substantiate your explanations with appropriate examples.
12. Critically examine the cultivation analysis. How relevant is this theory in the digital era?
13. What do you mean by gender? How are transgenders portrayed in the Indian media?
14. Trace the evolution of propaganda. Analyse its political impact on democracy.
15. Describe the basic principles of semiotics? Examine the importance of semiotics in media analysis.
16. 'Google, Facebook, Microsoft and few others have unimaginable control over the international data flow.' Analyse this statement in the light of media imperialism of the digital age.

(4 x 6 =24 weightage)