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Reg. No: FKAPMCT005
Name: Huda

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2016

MCJ3C11 - Development Communication

(2015 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. NITI Aayog
2. Digital India Programme
3. Community radio
4. UNDP
5. Inclusive development
6. Development Support Communication
7. Opinion leaders
8. Diffusion of Innovation

(6 X 2=12 Weightage)**PART B****Answer any four questions.****Each question carries 6 weightage:**

9. Examine the role of traditional media in communicating issues of development and change among the rural population
10. Peoples' participation is the base for development administration. Critically analyze the statement and analyze the status of development in India in terms of economic and social indicators.
11. Discuss "Human Rights as an indicator of development". Explain its need, importance and functions.
12. Give a brief account of e-governance in agriculture and rural development.
13. Explain the scope, status, salient features and dimensions of sustainable development
14. Critically examine the role played by ICTs in empowerment of women in India.
15. Community driven media initiatives have helped in amplifying the voices and concerns of marginalized in India. Comment.
16. New media technologies have made interactive communication and participatory approach to development possible. Examine

(4 X 6=24 Weightage)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2016

MCJ3E01 - Web Journalism

(2015 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. Netizen
2. Bing
3. Podcasting
4. E-zines
5. HTML
6. Cyber Forensics
7. SNS
8. Content Management System

(6 X 2=12 Weightage)**PART B****Answer any four questions.****Each question carries 6 Weightage:**

9. 'Convergence of media allows its audience to get informed and entertained' – Explain?
10. Critically evaluate the features of any two online news portals of your choice?
11. Define digital divide. Analyze the possibilities of digital divide in Indian society?
12. Detail the principles of web design?
13. Evaluate the significance of e-governance in the 21st century?
14. Elucidate the role played by Social Networking Sites in the field of journalism?
15. Explain the applicability of Cyber laws in India?
16. Provide your views on the future of Internet advertising?

(4 X 6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2016

MCJ3C13 - Communication Research

(2015 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. Ex post facto research
2. Longitudinal studies
3. Variables
4. Likert scale
5. Stratified random sampling
6. Copy testing
7. Chi-square
8. Bibliography

(6X2=12 Weightage)

PART B

Answer any four questions.

Each question carries 6 weightage:

9. Briefly trace the growth and development of communication research.
10. What are the different categories of public relations research?
11. Differentiate probability sampling from non-probability sampling.
12. What is a hypothesis? How hypothesis are arrived at and why should the validity be tested? Explain with examples.
13. Distinguish between parametric and nonparametric statistics.
14. Define content analysis. Draw a procedural outline for the conduct of content analysis of Malayala Manorama and Mathrubhumi to assess news programming similarities and differences between the two dailies.
15. Explain the dos and don'ts of research writing.
16. Elucidate the advantages and disadvantages of survey research methods.

(4X6=24 Weightage)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester MCJ Degree Examination, November 2016
MCJ3C12 - Radio, Television and Film Production
(2015 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. Editing suit
- 2. Sound booth
- 3. Bust shot
- 4. Lionel Fielden
- 5. Online radio
- 6. Lapel
- 7. Jib
- 8. News reel

(6X2=12 Weightage)

PART B

Answer any four questions.

Each question carries 6 weightage:

- 9. How is radio broadcasting more effective during natural calamities or emergencies?
- 10. Television is a medium of close-ups, Comment.
- 11. Explain the effectiveness of documentaries over any other fictional productions.
- 12. Describe the imperativeness of light arrangement in a film production.
- 13. Define the role and responsibility of a floor manager in a studio.
- 14. How important is budgeting in any visual media productions?
- 15. Differentiate between linear and non linear production methods.
- 16. Enumerate the various types of camera lenses and their uses.

(4X6=24 Weightage)