

1M3N23096

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination,
November 2023

MJS3C11 - Communication Research
(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

PART A

Write Short Notes on any *four* of the following. Each Question carries 2 Weightage.

1. Sampling Error
2. Validity
3. ANONA
4. Indexing
5. Mean
6. Closed-ended questions
7. Likert Scale

(2 x 4=8 Weightage)

PART B

Write short essay on any *four* of the following. Each question carries 3 weightage

8. How will you formulate hypothesis for your research?
9. Explain the importance of review of literature in research.
10. What are the different stages of research?
11. Name the four levels of measurements and provide examples for each.
12. How will you construct a questionnaire? What are the dos and dont's?
13. Explain the salient features of communication research.
14. How did you ensure the reliability and validity of data collected?

(3 x 4=12 weightage)

PART C

Write essay on any two of the following. Each question carries 5 weightage

15. Define Sampling. List the types of sampling procedures.
16. Mention the points to be noted while deciding on the methodology of your research project.
17. Content analysis is the most preferred method of media research. Why?
18. What are the ethical principles to be followed in a research?

(5 x 2=10 Weightage)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination,
November 2023

MJS3C12 - Public Relations & Corporate Communication

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

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

1. Lobbying
2. IPRA
3. Target audience
4. Diagonal communication
5. Corporate identity
6. Corporate Social Responsibility
7. Brand

(2x4=8 Weightage)

Part B

Write short essay on any four of the following. Each question carries 3 weightage.

8. Describe the primary functions and responsibilities of a PR agency.
9. Define corporate communication and provide a historical perspective on its evolution.
10. Explain the role of Employee Relations in corporate communication. Provide an example of how ER can benefit a company.
11. List and explain five key characteristics that a successful Public Relations professional should possess.
12. Explain the concept of Lobbying. Discuss its role in shaping public policies and regulations.
13. Discuss the concept of corporate personality and its importance in shaping a company's reputation
14. Trace the origin and growth of propaganda

(3x4=12 Weightage)

Part C

Write essay on any two of the following. Each question carries 5 weightage.

15. Compare and contrast Investor Relations (IR) and Public Relations (PR) in corporate communication. Discuss their similarities, differences, and the significance of each in building a company's reputation
16. Discuss the increasing importance of PR in today's digital age. How has the rise of social media impacted PR practices?
17. Explain the five key principles of corporate communication and how they contribute to successful communication strategies.
18. What is PR campaign ? Explain the important stages of public relations campaign.

(5x2=10 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination,
November 2023

MJS3C13 - Online Journalism

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

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

1. Tim Berners-Lee
2. Data Journalism
3. Digital Divide.
4. Podcast
5. HTML
6. Info-graphics
7. WAN

(2x4=8 Weightage)

Part B

Write short essay on any four of the following. Each question carries 3 weightage.

8. Discuss the key characteristics Online Journalism. How does it differ from traditional journalism practices?
9. What are the potential benefits of incorporating AI into the field of online journalism?
10. Explain the key differences between LAN, MAN, and WAN.
11. List and briefly explain three types of Internet connections.
12. Info-graphics are a powerful tool in online journalism.
13. Explain what are the key differences between a blog and microblog in online journalism? Provide one advantage and one disadvantage of each.
14. Describe the concept of mobile journalism (inojo). How has it revolutionized the field of journalism?

(3x4=12 Weightage)

Part C

Write essay on any two of the following. Each question carries 5 weightage.

15. Discuss the concept of convergence in Online Journalism. How has the convergence of media technologies influenced the practice of journalism?
16. Choose a recent case or event where social, political, or legal issues on the internet had a significant impact on online journalism. Analyze the situation, the challenges faced, and the implications for journalistic practice.
17. What is Search Engine Optimization (SEO)? How can it impact a website's visibility and ranking on search engines?
18. Discuss the evolution and development of the World Wide Web, including key milestones and technologies that have shaped its growth.

(5x2=10 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination,
November 2023

MJS3C14 - Media Management & Entrepreneurship

(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

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

1. Gig economy
2. TRP
3. Search Engine Optimisation
4. DAVP
5. Justice Ranjana Prakash Desai
6. Scroll
7. Media globalisation

(2x4=8 Weightage)

Part B

Write short essay on any four of the following. Each question carries 3 weightage.

8. Briefly describe different types of newspaper ownership in India.
9. What are the roles and responsibilities of the RNI (Registrar of Newspapers for India)?
10. Explain a free market economy. Elaborate on the functioning of the media in such a system.
11. Describe the major objectives of community radio.
12. What is digital media marketing?
13. Explain, with examples, what a transnational media company is.
14. Delineate the impact of FDI in the Indian media scenario.

(3x4=12 Weightage)

Part C

Write essay on any two of the following. Each question carries 5 weightage

15. Explain the structure and function of the Press Council of India and discuss the role it plays in the Indian media scenario.
16. Discuss in detail any two digital journalism start ups in India highlighting their distribution strategies.
17. Explain the structure and function of various departments in a newspaper organisation.
18. Elaborate on the key business challenges that news media companies face when operating on digital platforms.

(5x2=10 Weightage)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester MA Journalism & Mass Communication Degree Examination, November
2023

MJS3E01 - Documentary Film Production
(2022 Admission onwards)

Time: 3 hours

Max. Weightage : 30

Part A

Write short notes on any four of the following. Each question carries 2 Weightage

1. Visual language
2. Sunanda Bhat
3. Mockumentary
4. Propaganda documentary
5. Ideation
6. John Grierson
7. ECU

(2 x 4 = 8 weightage)

Part B

Write short essay on any four of the following. Each question carries 3 Weightage

8. Briefly discuss about documentary filmmaking in India.
9. 'Ideation to Research are important in the process of documentary filmmaking.' Explain.
10. Write on *Kino-Glasz theory* of Vertov
11. How will you actualize 'construction of meaning' in documentaries? Explain various techniques used for this.
12. Write on crucial elements in documentary shooting.
13. Discuss principles of documentary editing.
14. Explain functional roles of a documentary producer.

(3 x 4 = 12 weightage)

Part C

Write essay on any two of the following. Each question carries 5 Weightage.

15. Illustrate advantages and disadvantages of documentary as a mass medium?
16. What are the steps involved in documentary script writing? How is it different from writing for short and feature films?
17. Explain post-production process in documentary filmmaking.
18. Discuss potentials and possibilities of documentary in India. Also look at latest trends in documentary filmmaking.

(5 x 2 = 10 weightage)