

2M3N24096

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2024**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. Dependent Variable
2. Reliability
3. Chi-square test
4. Standard Deviation
5. Citation
6. Case Study
7. Primary Data

(2 x 4=8 Weightage)

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

8. Define Non-probability Sampling. What are the different types of Probability sampling?
9. Explain the importance of theoretical framework in a research.
10. What are the salient features of writing a research report?
11. Discuss the commonly used methods of measuring central tendencies.
12. Why does a pilot study employed in a research?
13. What is survey research method?
14. Explain the scope of print media research in contemporary India.

(3 x 4=12 weightage)

PART C

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

15. Discuss experimental research with examples. How will you set up an experiment for studying media related issues of your choice?
16. What is a variable? How many types of variables have you studied? Illustrate.
17. Hypothesis determines the type of study to be conducted. Elaborate.
18. What are the fundamental differences between quantitative and qualitative research methods?

(5 x 2=10 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Third Semester MA Journalism & Mass Communication Degree Examination,
November 2024****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. Publicity
2. SWOT
3. House Journal
4. Investor Relations
5. PRO
6. Corporate image
7. Corporate communication

(2x4=8 Weightage)**Part B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. Explain the concept of PR counseling and consultancy.
9. Define the concept of "PR tools of communication." Provide three examples of PR tools and explain how they can be used to enhance a company's public relations efforts.
10. Discuss the importance of PR in crisis management
11. Explain the various types of communication flows within organizations, including downward, upward, horizontal, and diagonal.
12. Discuss the role of Media Relations (MR) in shaping corporate image.
13. Explain Public Relation campaign and write any one successful campaign
14. Define corporate communication and provide a historical perspective on its evolution

(3x4=12 Weightage)

Part C

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

15. Describe the objectives and functions of corporate communication.
16. Explain the stages involved in planning a PR campaign. Why is research crucial in the planning phase? Provide example of a successful PR campaign.
17. Briefly describe the roles and functions of major PR organizations.
18. Differentiate between Public Relations, Propaganda, and Publicity. Provide examples of each.

(5x2=10 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Third Semester MA Journalism & Mass Communication Degree Examination,
November 2024****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. MAN
2. Citizen journalism
3. Java script
4. AI
5. Digital convergence
6. SEO
7. Information architecture

(2x4=8 Weightage)**Part B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. Explain the basic concepts of HTTP, HTML, and XML in web development.
9. What are the key differences between writing for print and writing for the web?
10. Discuss the concept of entrepreneurial journalism.
11. Define "online news curation" and provide an example of a popular online news curation platform.
12. Discuss two major legal challenges that online journalists might face when publishing content on the internet.
13. Describe three types of online advertisements commonly used by news websites.
14. What is JavaScript, and how does it differ from Java? Give an example of a situation where each might be used.

(3x4=12 Weightage)

Part C

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

15. Explain the basic concepts of HTTP, HTML, and XML in web development.
16. Discuss the concept of convergence in Online Journalism. How has the convergence of media technologies influenced the practice of journalism?
17. What skills and knowledge should journalists acquire to effectively collaborate with AI tools and navigate the evolving landscape of online journalism?
18. Trace the origin and historical development of Online Journalism.

(5x2=10 Weightage)

2M3N24099

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

**Third Semester MA Journalism & Mass Communication Degree Examination,
November 2024****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. Free market economy
2. ABC
3. Media mix
4. BARC
5. FDI
6. InShorts
7. Media imperialism

(2x4=8 Weightage)**Part B****Write short essay on any four of the following. Each question carries 3 weightage.**

8. Briefly describe the principles of media management.
9. What are the functions of the Press Council of India?
10. Explain the organizational structure of the editorial department of a newspaper.
11. Describe media mix with suitable examples.
12. What are the revenue streams in digital media?
13. Explain, with examples, the status of media audience research in India.
14. What is media planning? what are the strategies involved in space and time selling?

(3x4=12 Weightage)

Part C

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

15. Discuss in detail the ownership patterns prevalent within media organizations in India.
16. How have OTT (Over-the-Top) platforms revolutionized and reshaped the modern media industry, and what implications do they hold for the future of entertainment media?
17. Explain the structure and function of a Television station.
18. A media house's presence on social media platforms can significantly impact the success or failure of its brand. Substantiate.

(5x2=10 Weightage)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MA Journalism & Mass Communication Degree Examination, November 2024

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. Robert J Flaherty
2. *Man with a Movie Camera*
3. Narrative Documentaries
4. Post production
5. Grierson Awards
6. Anand Patwardhan
7. *The elephant whisperers*

(2 x 4 = 8 weightage)

Part B

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

8. Discuss difference between documentaries and feature films.
9. What are the ethical considerations that a documentary filmmaker must take into account?
10. Write a short note on documentary film festivals.
11. Analyze the contributions of Grierson.
12. Explain the importance of planning in documentaries.
13. Which are the important elements in documentary filmmaking?
14. Write a note on different types of documentaries.

(3 x 4 = 12weightage)

Part C

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

15. Briefly discuss the history of documentaries.
16. What are the different stages in documentary film making?
17. Write a review of any documentary that you have watched recently.
18. Discuss functional roles of a documentary filmmaker.

(5 x 2 = 10weightage)