

1B1N240143

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2024

JOU1MN101 – Introduction to Electronic Media

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO3	CO3	CO4	CO1	CO2	CO4	CO1	CO3	CO4
11	12	13	14	15	16	17	18	19	20
CO2	CO1	CO1	CO3	CO6	CO2	CO6	CO4	CO1	CO4

Section A**[Answer All. Each question carries 3 marks]****(Ceiling: 24 Marks)**

1. Context
2. Streaming
3. Club FM
4. Snapchat
5. Encoding
6. Multimedia
7. Netflix
8. Persuasion
9. Ashwini Vaishnav
10. Canva

Section B**[Answer All. Each question carries 6 marks]****(Ceiling: 36 Marks)**

11. Discuss the concept of electronic media and explain its types.
12. Explain the various functions and dysfunctions of communication.
13. Describe various types of communication with examples.
14. Illustrate and explain the structure on a TV news story.
15. What are various types of TV programs? Explain with examples.

16. Analyze any TV program of your choice and explain how the chosen program is designed for a particular audience.
17. Differentiate Streaming and Podcasting.
18. Discuss the major tools used for content production in electronic media?

Section C

**[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)**

19. Discuss the concept of communication, explain and exemplify its elements with a comprehensive illustration.
20. Prepare script for a 20 minute TV show on the topic, “Anti-ragging”.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2024

JOU1MN102 – Basics of Communication

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO1	CO2	CO5	CO5	CO5	CO5	CO4	CO3	CO2
11	12	13	14	15	16	17	18	19	20
CO6	CO2	CO5	CO5	CO3	CO5	CO6	CO1	CO4	CO5

PART – A**All questions can be attended. Each question carries Three marks.****Ceiling -24 Marks**

1. Communication
2. Rhetoric
3. Radio
4. Oral presentation
5. Digital Divide
6. Chat bot
7. Social Media Algorithm
8. Jargon
9. Sensationalism
10. Diagonal Communication

PART – B**All questions can be attended. Each question carries six marks. Ceiling -36 Marks**

11. Explain Non verbal Communication with suitable examples.
12. Classify the process of communication on the basis of feedback with examples.
13. What is the significance of cinema as a potential tool for social change? Explain with examples.
14. What is the role of Radio in Rural Communication?
15. Examine fake news as a potential dysfunction of mass communication across various media.
16. What kind of technologies can be used in print media to develop it as a Hybrid Medium?
17. Examine social media as a platform for Non verbal Communication.
18. Explain the process of communication with elements.

PART - C

Answer any *one* question.

Each question carries Ten marks.

19. Classify communication barriers. How does it affect effective communication adversely?
20. Demonstrate the potentials and limitations of traditional media and new media using your daily life examples.

(1x 10 = 10 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2024

JOU1MN103 – Introduction to Mass Communication

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO1	CO5	CO2		CO3	CO2	CO1	CO5	CO1
11	12	13	14	15	16	17	18	19	20
CO4	CO4	CO1	CO5	CO3	CO3	CO5	CO3	CO4	CO4

PART – A

All questions can be attended to.
Each question carries Three marks.
Ceiling - 24 Marks

1. Noise
2. Verbal Communication
3. Point of view
4. Social Media
5. 7 Cs of Communication
6. Hashtags
7. Meta
8. Editorial
9. Storytelling
10. Asynchronous Communication

PART – B

All questions can be attended to.
Each question carries Six marks.
Ceiling - 36 Marks

11. Explain Inverted Pyramid style of News Story. What is its significance?
12. How does an article differ from a feature? Explain
13. Discuss the process of communication with examples.
14. How an adventure film use tension and fear as a narrative technique?
15. Explain the concept of digital marketing and its strategies.
16. Examine the role of keyword research in digital marketing.

17. Differentiate between facts and stories with familiar examples.
18. Demonstrate the impact of online advertising, considering consumer behavior and overall marketing effectiveness.

PART - C

Answer any *one* question.

Each question carries Ten marks.

19. Examine the organizational structure of a newspaper with roles and responsibilities of the members in the organization.
20. What impact do online media have on dissemination and reception of news. How do these factors influence traditional news determinants?

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2024

JOU1MN104 – Mass Media Essentials

(FYUGP 2024 Admission)

Time: 2 hours

Max. Marks : 70

Course Outcome Mapping Scheme

1	2	3	4	5	6	7	8	9	10
CO1	CO1	CO2	CO2	CO3	CO2	CO3	CO1	CO3	CO2
11	12	13	14	15	16	17	18	19	20
CO2	CO1	CO3	CO3	CO2	CO4	CO3	CO4	CO1	CO4

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Encoding
2. Mass Audience
3. Broadcast Media
4. Instagram
5. Beat Reporting
6. Hypertextuality
7. Malayala Manorama
8. Persuasion
9. Dhruv Rathee
10. DAB

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain mass media and its types with examples.
12. Discuss the characteristics of Mass communication.
13. Discuss the significance of layout in newspaper and magazines
14. What is news and explain its sources.

15. Explain how the digital media is transforming traditional broadcast media.
16. Illustrate the structure of a hard news story.
17. Explain the principles of news editing.
18. Consider an event that recently happened in your department and prepare a hard news story about it.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explain the communication process and its elements with help of an illustration.
20. Prepare a news report from this press release.

Posted On: 18 SEP 2024 3:13PM by PIB Delhi

"The union cabinet chaired by the Prime Minister Shri Narendra Modi has approved the mission to moon, named Chandrayaan-4 to develop and demonstrate the technologies to come back to Earth after successfully landing on the Moon and also collect moon samples and analyse them on Earth. This Chandrayaan-4 mission will achieve the foundational technologies capabilities eventually for an Indian landing on the moon (planned by year 2040) and return safely back to Earth. Major technologies that are required for docking/undocking, landing, safe return to earth and also accomplish lunar sample collection and analysis would be demonstrated.

The Government of India has outlined an expanded vision for the Indian space programme during the Amrit Kaal that envisages an Indian Space Station (Bharatiya Antariksh Station) by 2035 and Indian Landing on the Moon by 2040. To realize this vision, a series of Gaganyaan & Chandrayaan follow-on missions are envisaged including the development of associated space transportation & infrastructure capabilities. The successful demonstration of safe and soft landing of Chandrayaan-3 Lander on the Lunar Surface has established vital technologies and demonstrated capabilities that only few other nations possess. A natural successor to the successful

landing mission is the demonstration of the ability to collect Lunar Samples and return them safely back to Earth.

ISRO will be responsible for the development of spacecraft and launch. The Project will be effectively managed and monitored through the established practices prevailing at ISRO. The mission is expected to be completed within 36 months of approval with the participation of industry and academia.

All the critical technologies are envisaged to be indigenously developed. The realization of the mission is through various industries and it is envisaged that there would be high employment potential and technology spin-off to other sectors of the economy.

The total fund requirement for the technology demonstration mission "Chandrayaan-4" is Rs. 2104.06 Crore. The cost includes spacecraft development and realization, two launch vehicle missions of LVM3, external deep space network support and conducting special tests for design validation, finally leading to the mission of landing on the moon surface and safe return to Earth along with the collected lunar sample.

The mission would enable India to be self-sufficient in critical foundational technologies for manned missions, lunar sample return and scientific analysis of Lunar samples. Towards realization there would be a significant involvement of Indian Industry. Plan for associating the Indian academia through Chandrayaan-4 science meets, workshops, is already in place. This mission will also ensure the establishment of facilities for curation and analysis of the returned samples, which will be national assets".
