

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BA Malayalam Degree Examination, April 2024
BJS4C04 – Corporate Communication and Advertising
(2022 Admission onwards)

Time: 1 ½ hours

Max. Marks : 40

Section A

All questions may be answered. Each question carries 2 marks.

1. Who is a PRO?
2. Explain Corporate Identity.
3. DAVP
4. What is a Jingle?
5. What are the uses of giving Press Releases to journalists?
6. Briefly define an Ad Copy.
7. David Ogilvy

Ceiling: 10 marks

Section B

All questions may be answered. Each question carries 5 marks.

8. Define PRSI and its functions.
9. What is the role of Ad Agencies in marketing a product?
10. Explain corporate identity and detail the factors building corporate identity.
11. Outline the key differences between broadcast and internet ads?
12. What are the different types of ads?

Ceiling: 20 marks

Section C (essay)

Answer any one of the following question.

13. Explain the elements of ad copy.
14. Elaborate on tools of PR and its categories.

(1 x 10=10 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BA English Degree Examination, April 2024
BJS4C08 – Introduction to New Media
(2022 Admission onwards)

Time: 1 ½ hours

Max. Marks : 40

Section A

All questions may be answered. Each question carries 2 marks.

1. Metaverse
2. ARPANET
3. Hypertextuality
4. Search Engine
5. Click bites
6. Troll
7. Web 3.0

Ceiling: 10 marks

Section B

All questions may be answered. Each question carries 5 marks.

8. Explain any tool for Blogging.
9. Narrate Characteristics of New media
10. What are the news determinants in cyberspace.
11. Explain the importance of presentation in online news portals
12. Examine new trends in video blogging.

Ceiling: 20 marks

Section C (essay)

Answer any one of the following question.

13. Online journalism is sometimes misrepresented as Yellow Journalism, comment and explain Dos and Don'ts in online Journalism
14. Explain the role of Internet as a communication medium.

(1 x 10=10 marks)