

2B1N23297

(Pages : 1)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Malayalam Degree Examination, November 2023

BJS1C01 – Introduction to Communication and Journalism

(2022 Admission onwards)

Time : 1 ½ hours

Max. Marks : 40

Part A

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

1. Kandathil Varghese Mappilai
2. Article 19(1)(a)
3. Asianet
4. Intra personal communication
5. Radio Mattoli 90.4
6. David Berlo
7. Libel and Slander

(Ceiling 10 Marks)

Part B

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

8. Explain Feedback in communication and its relevance
9. What are the dysfunctions of media?
10. What is a community radio? How does it benefit the society?
11. Illustrate and elaborate Shannon and Weaver model of communication
12. Right to Information Act of 2005

(Ceiling 20 Marks)

Part C

Answer any one of the following questions.

13. Elaborate the obligation of a journalist towards ethical practices. .
14. Who is an editor? What are the duties performed and the qualities to become one.

(1x10=10 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BA English Degree Examination, November 2023
BJS1C05 – Introduction to Electronic Media
(2022 Admission onwards)

Time : 1 ½ hours

Max. Marks : 40

SECTION A

Answer all the following questions choosing the correct answer.
Each question carries two marks.

1. The term broadband is related to
 - a) Radio
 - b) Television
 - c) Internet
 - d) Animation
2. The process of filtering messages from source to receiver is called
 - a) Encoding
 - b) Decoding
 - c) Gate keeping
 - d) Kinesics
3. FM station owned by Reliance
 - a) Radio Mirchi
 - b) Best Fm
 - c) Big Fm
 - d) Radio City
4. First Paragraph of a news story
 - a) Headline
 - b) Body
 - c) Byline
 - d) Lead
5. The main headline on the top of a page covering all columns is known as:
 - a) Blurb
 - b) Lead
 - c) Banner
 - d) None of the above
6. Letters to the editor are included in:
 - a) Sports Page
 - b) Front page
 - c) Editorial page
 - d) Local Page
7. The link from a satellite down to one or more ground stations or receivers
 - a) Downlinking
 - b) Teleport
 - c) Uplinking
 - d) Transmission linking

Ceiling 10 marks

SECTION B

Answer all questions. Each question carries 5 marks .

8. Interactive Communication
9. Explain Non-verbal communication.
10. Write a note on Paid Journalism.
11. Explain news determinants.
12. Define Uplinking.

Ceiling 20 marks.

SECTION C

Answer any one question.

13. Explain different types of leads in a newspaper.
14. Elaborate on various types of media.

(1 x 10 = 10 Marks)