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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA Malayalam Degree Examination, April 2023

BJS4C04 – Corporate Communication and Advertising

(2019 Admission onwards)

Time: 1 ½ hours

Max. Marks : 40

Section A

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

1. PR
2. Advertising Agencies
3. Slogan
4. Corporate Identity
5. DAVP
6. Jingle
7. House Journal

Ceiling: 10 marks

Section B

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

8. What are the elements of advertising copy ?
9. Explain - Corporate Personality , Corporate Identity and Corporate Image.
10. Discuss Public Relation tools and how they help PR activity.
11. Explain origin and evolution of Advertising.
12. What is corporate advertising? Why do organizations launch corporate campaign?
Explain.

Ceiling: 20 marks

Section C (essay)

Answer any one of the following question.

13. Explain Advertising Campaign and discuss any one successful campaign.
14. What do you understand by ethics in advertisement? Are the ethics being followed in Indian advertisements? Explain with examples.

(1 x 10=10 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA English Degree Examination, April 2023

BJS4C08 – Introduction to New Media

(2019 Admission onwards)

Time: 1 ½ hours

Max. Marks : 40

Section A

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

1. HTML
2. Vlog
3. E-paper
4. IT Act 2000
5. Multimedia
6. Cyber crime
7. Template

Ceiling: 10 marks

Section B

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

8. What is meant by new media aesthetics?
9. What are the qualities required for online reporter?
10. Critically examine any online newspaper of your choice.
11. What are the principles of online editing?
12. What is a search engine?

Ceiling: 20 marks

Section C (essay)

Answer any one of the following question.

13. What are the characteristics of new media? Explain
14. Explain the socio-political impact of social media like twitter, facebook etc.

(1 x 10=10 marks)