

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BA Malayalam Degree Examination, November 2022
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. Feedback in communication.
2. Limitations of print media.
3. Source
4. BBC
5. Community radio
6. Lasswell's Model of communication.
7. Editor

(Ceiling 10 Marks)

Part B

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

8. Explain Berlo's SMCR Model of communication.
9. Comment on the importance of ethics in journalism.
10. Discuss the relevance of radio in the current world.
11. Libel and slander.
12. Analyze the credibility of online news portals over traditional media.

(Ceiling 20 Marks)

Part C

Answer any one of the following questions.

13. Explain the Functions and types of Mass Media.
14. What is RTI? How does it help a journalist in reporting news?

(1x10=10 Marks)

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA English Degree Examination, November 2022

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. Dyadic Communication is also known as
 - a) Mass Communication
 - b) Interpersonal Communication
 - c) Intrapersonal communication
 - d) Mediated communication
2. WWW stands for
 - a) World Wide Web
 - b) World Wild Web
 - c) World Web Wide
 - d) None of the above
3. Expand FM
 - a) Face Modulation
 - b) Frequency Modulation
 - c) Fidelity Magnifying
 - d) Frequency Modem
4. Byline Means
 - a) Text accompanying a Photograph
 - b) Name of the Author
 - c) Place & Date
 - d) Edition of the Newspaper
5. In DAB, what does the letter 'A' stand for?
 - a) Auto
 - b) Antenna
 - c) Audio
 - d) None of the above
6. Twitter is a
 - a) Instant Messaging app
 - b) Portal
 - c) Microblogging site
 - d) Streaming Media
7. What does DJ stands for?
 - a) Disc Jockey
 - b) Django Style
 - c) Drive Jockey
 - d) Drive Jar

Ceiling 10 marks

SECTION B

Answer all questions. Each question carries 5 marks .

8. Down linking
9. Hour glass style
10. Radio Mirchi
11. 5Ws and 1H
12. Types of Media.

Ceiling 20 marks

SECTION C

Answer any one question.

13. Headlines not only tell the story, but also sell them. Explain.
14. Critically discuss the impact of television on children.

(1 x 10 = 10 Marks)