FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA Malayalam Degree Examination, April 2022

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. AIDA model
2. PRSI
3. Jingles
4. Corporate personality
5. DAVP
6. Code of ethics
7. AAAI

Ceiling: 10 marks

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

8. Discuss various effects of television advertising on children.
9. Write a note on advertising campaign.
10. Write on ethical issues in advertising
11. Define advertising.
12. Discuss the qualities of a PRO.

Ceiling: 20 marks

Section C (essay)
Answer any one of the following question.

13. Discuss definitions, origin and evolution of Public Relations.
14. Write a short note on adverting agencies.

(1 x 10=10 marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA English Degree Examination, April 2022

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. Hyperlinks.

3. Meme

4. IT ACT 2000

5. Web designing

6. Vlog

7. Navigation bars

Ceiling: 10 marks

Section B

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

8. Briefly trace the history and evolution of internet.

9. Write a short note on Blogs.

10. What are the important dos and don'ts of online reporting? Compare and contrast with the print media.

11. Explain the news determinants of the cyber space.

12. Examine the relevance of headlining in the digital media platforms.

Ceiling: 20 marks

Section C (essay)

Answer any one of the following question.

13. Assess the important characteristics of New media.

14. 'Digital media should be a platform for free expressions without any restrictions.'

    Present your arguments with examples and case studies.

(1 x 10=10 marks)