

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA Malayalam Degree Examination, April 2025

BJS4C04 – Corporate Communication and Advertising

(2022Admission onwards)

Time: 1 ½ hours

Max. Marks : 40

Section A

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

1. Elaborate PRO.
2. Explain advertisement.
3. DAVP
4. Jingle
5. Press Releases
6. What is a house journal
7. Edward Bernays

Ceiling:10 marks

Section B

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

8. Analyse some common PR tools used by organizations?
9. Explain PR campaign
10. Discuss the functions of advertisement.
11. List the qualities of a PRO.
12. Discuss the ethical issues in advertisements.

Ceiling:20marks

Section C(essay)

Answer any one of the following questions.

13. Discuss the role of regulatory bodies like ASCI and DAVP in maintaining ethical advertising practices.
14. Elaborate PR and its tools.

(1x10=10marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BA English Degree Examination, April 2025

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. Podcast
2. Hyperlink
3. Blog
4. Website Design
5. Defamation
6. Cyber Law
7. Online Reporting

Ceiling: 10 marks

Section B

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

8. Explain the importance of Search Engine Optimization in online content creation
9. What are the different characteristics of new media ?
10. What are the key elements of blog, and how can bloggers engage their audience effectively?
11. Discuss the Online editing requirements.
12. Dos and Don'ts of Online Journalism

Ceiling: 20 marks

Section C (essay)

Answer any one of the following questions.

13. Explain how new media has affected the privacy of individuals.
14. How has the internet transformed traditional methods of communication, and what are its advantages and disadvantages compared to older forms of communication?

(1 x 10=10 marks)