

1B1N25246

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2025

JOU1MN101/ JOU1MN102 - Introduction to Electronic Media

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries **Three** mark.
Ceiling -24 Marks

		Cos	Knowledge Level(KL)	Marks
1	Define Noise	1	R	3
2	Explain Vlogs	1	U	3
3	Explain Community Radio	2	U	3
4	Explain Livestreaming	3	U	3
5	Define Jingle	3	R	3
6	Explain Psychographics	4	U	3
7	Expand AR	5	U	3
8	Explain Reels	5	U	3
9	Elaborate TRP	6	U	3
10	Define Mass.	2	R	3

PART – B

All questions can be attended.
Each question carries **six** marks.
Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Explain the dysfunctions of communication	1	U	6
12	Examine Radio is important in India.	3	U	6
13	Explain different types of TV services?	4	U	6
14	Analyse significance of Audience demographics.	4	AN	6
15	Explain various types of mass media.	5	U	6
16	Can AI replace journalist? Comment.	5	E	6
17	Evaluate the role of social media as source for news	6	E	6
18	Differentiate between active and passive audience	2	AN	6

PART – C

Answer any **one** questions.
Each question carries **Ten** marks.

		Cos	Knowledge Level(KL)	Marks
19	Define and explain elements of communication	2	U	10
20	Compare digital media with traditional media.	4	AN	10

1 x 10 = 10 Marks

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2025

JOU1MN102 - Basics of communication

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries Three mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Explain Non-Verbal Communication	CO1	U	3
2	Discuss Systematic Barriers	CO1	Ap	3
3	Define Media Convergence	CO4	U	3
4	Explain Community Radio	CO2	U	3
5	Write about Instagram	CO2	R	3
6	Explain Augmented Reality	CO2	U	3
7	Explain Amazon Alexa	CO5	U	3
8	Explain Press Release	CO6	U	3
9	Explain Interview	CO6	U	3
10	Explain Live Reporting	CO2	Ap	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Explain the role of cinema in society.	CO5	Ap	6
12	Discuss the types of communication with suitable examples.	CO2	Ap	6
13	Explain functions and dysfunctions of mass media.	CO2	Ap	6

14	Describe innovative communication practices in the context of interactive media and UX.	CO2	Ap	6
15	Explain the importance of communication?	CO1	U	6
16	Discuss characteristics of various mass media.	CO6	Ap	6
17	List qualities of an effective media speaker.	CO5	Ap	6
18	Explain how social media algorithms influence user engagement.	CO4	U	6

PART - C

Answer any *one* questions.
Each question carries **Ten** marks.

		Cos	Knowledge Level(KL)	Marks
19	Examine the impact of emerging media technologies (AI, AR, VR) on the journalism profession	CO5	Ap	10
20	Discuss the Barriers of communication in detail.	CO6	Ap	10

1 x 10 = 10 Marks

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2025

JOU1MN103 - Introduction to Mass Communication

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

All questions can be attended.
Each question carries Three mark.
Ceiling -24 Marks

		COs	Knowledge Level (KL)	Marks
1	Explain Readers' letters	CO4	U	3
2	Describe Email marketing	CO2	R	3
3	Explain Nonverbal communication	CO1	U	3
4	Write about Editorial	CO4	R	3
5	Explain Noise.	CO2	U	3
6	Write about Chief editor	CO4	R	3
7	Elaborate SEM	CO2	R	3
8	Explain Gatekeeping.	CO3	U	3
9	Explain Narratives in storytelling	CO5	U	3
10	Discuss Mass communication	CO1	U	3

PART – B

All questions can be attended.
Each question carries six marks.
Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Analyze the key elements of storytelling and illustrate them with suitable examples.	CO5	An	6
12	Critically analyses the major functions of mass media.	CO1	An	6
13	Evaluate the scope and limitations of social media marketing	CO3	E	6

14	What is PPC advertising? How is it used in digital marketing?	CO2	R	6
15	Describe the key elements in writing a good news story	CO4	U	6
16	Evaluate the effectiveness of multimedia storytelling in modern journalism.	CO5	E	6
17	Explain the structure of news in detail.	CO4	An	6
18	What do you mean by news determinants?	CO4	R	6

PART - C

Answer any *one* questions.
Each question carries **Ten** marks.

		COs	Knowledge Level(KL)	Marks
19	Prepare a news story (based on any real or fictional campus event) following the inverted pyramid style. Include headline, lead, and main body.	CO6	C	10
20	Explain the fundamentals of communication. Discuss different forms and elements of communication with examples.	CO1	U	10

1 x 10 = 10 Marks

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA Degree Examination, November 2025

JOU1MN104 - Mass Media Essentials

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries Three mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Write about NDTV	CO2	R	3
2	Explain Interpersonal Communication	CO1	U	3
3	Describe Print Media.	CO3	U	3
4	Describe Lead	CO3	R	3
5	Explain Mass Audience.	CO2	R	3
6	Explain Gate Keeping	CO3	U	3
7	Write about Accuracy	CO3	U	3
8	Explain Narcotizing dysfunction	CO1	U	3
9	Explain Kinesics	CO1	R	3
10	What is sling operation	CO4	R	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	List out and explain Functions of Mass Communication.	CO1	U	6
12	Discuss the types of mass media.	CO3	Ap	6
13	Define characteristics of traditional mass media.	CO2	An	6
14	Explain types of communication with examples.	CO3	U	6
15	Explain elements of news.	CO3	U	6

16	'Journalist should have a good understanding of legal system in the country', explain	CO4	An	6
17	Explain various sources of news.	CO5	C	6
18	Discuss various structures of news.	CO4	An	6

PART - C

Answer any *one* questions.

Each question carries **Ten** marks.

		COs	Knowledge Level(KL)	Marks
19	Define Communication and explain elements of communication with proper examples.	CO1	An	10
20	<i>The Calicut Medical College Hospital (KMCH) has recently reported a cluster of rare Primary Amoebic Meningoencephalitis (PAM) cases, commonly known as "brain-eating amoeba" infection, including fatalities. The infections are linked to exposure to stagnant fresh water sources in the district. The news has caused significant public panic.</i> Assume you are the designated reporter for the Health Beat at your city newspaper. Identify three different story angles/focuses you would pursue (beyond the initial "breaking news" report) to provide comprehensive coverage on this outbreak for the newspaper and prepare a news report on any of these angles/focuses.	CO5	C	10

1 x 10 = 10 Marks