

1M3N18206

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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Third Semester MCJ Degree Examination, November 2018  
MJLS3E1(1) - Web Journalism  
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

*Answer question 1 and four others*

**PART A**

Write short notes on any six of the following.  
Each question carries 2 Weightage :-

1. Interactivity
2. Search engine
3. OS
4. Internet Service Provider
5. Queued
6. HTTPS
7. Live streaming
8. Network society

(6 x 2=12 Weightage)

**PART B**

Answer any four questions.  
Each questions carries 6 Weightage:

9. Analyze the emancipation of information through new media.
10. Explain the principles of designing a web page.
11. How does media convergence improve an effective communication?
12. Elucidate the use and reuse capacity of new media compared with traditional media.
13. Criticize the potentials of a news blog in detailing an issue, with example.
14. What are the flaws of cyber laws and how can it be rectified?
15. Observe the security issues in internet concerned with privacy?
16. Explicate the steps and measures for promoting a website.

(4 x 6=24 Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2018

**MJLS3B11 - Development Communication**

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

**PART A**

**Write short notes on any six of the following.**

**Each question carries 2 Weightage**

1. Participatory Communication.
2. GDP.
3. Srinivas R Melkote.
4. Human Rights.
5. NGOs.
6. Cyber Activism.
7. Intercultural Communication
8. E-governance.

**(6 x 2=12 Weightage)**

**PART B**

**Answer any four questions.**

**Each question carries 6 Weightage:**

9. Define the term Development campaign. Discuss examples of development campaigns that you have recently come across in any form of media.
10. Discuss the salient features of development support communication model.
11. Examine the status of development journalism in India.
12. Explain the role of traditional media in community empowerment.
13. Assess the role of new media in development of rural India. Critically comment on the reach and impact of recent digital programmes among rural masses.
14. Critically analyze the statement "Development to be meaningful, requires self sufficiency for all, before overabundance for some".
15. Comment briefly on the topic "The future of development communication research in India".
16. Right to Privacy is an integral part of Right to Life and Personal Liberty. Comment your views.

**(4 x 6=24 Weightage)**

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester MCJ Degree Examination, November 2018

MJLS3B12 - Radio, Television and Film Production

(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

*Answer question 1 and four others*

**PART A**

1. Write short notes on any six of the following. Each question carries 2 weightage :-

1. Non-linear editing
2. Video piracy
3. Characteristics of radio ads
4. Home Videos
5. Types of mikes
6. Film genres
7. Light meter
8. Radio drama

(6 x 2=12 Weightage)

**PART B**

Answer any four questions.

Each questions carries 6 weightage:

9. Discuss the future of radio in India
10. Trace the influence of digital technology on video production
11. How do radio scripts differ from television scripts? Explain with examples
12. Describe the organizational pattern of a medium sized radio station with the help of suitable diagram
13. Explain the significance of budgeting in film production
14. "The role of the editor is possibly the most important in imposing a narrative structure on the film." – Comment
15. "Marketing a film often begins months before a film is released, creating anticipation in audiences that it is coming to a nearby cinema soon." On the basis of the statement, explain the film marketing techniques commonly seen in Kerala.
16. Write script for a short video documentary on ' New wave in Malayalam cinema'.

(4 x 6=24Weightage)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Third Semester MCJ Degree Examination, November 2018  
MJLS3B13 - Communication Research  
(2016 Admission onwards)

Max. Time: 3 hours

Max. Weightage: 36

*Answer question 1 and four others*

**PART A**

**1. Write short notes on any six of the following. Each question carries 2 Weightage :-**

1. External Validity
2. Pilot test
3. Triangulation
4. Inter coder reliability
5. Ethnography
6. Stratified sampling
7. Measures of Central tendency
8. Operational definition

(6 x 2=12 Weightage)

**PART B**

**II . Answer any four questions. Each questions carries 6 Weightage:**

9. What is research design? List the important elements of a good research design.
10. What is a hypothesis? Also list and explain various types of hypothesis.
11. What are the various methods of probability sampling? Explain each with examples.
12. How will you develop and administer a good questionnaire?
13. What are the ethics to be followed while doing academic research?
14. Formulate a research problem, and explain its significance. Propose at least a couple of research hypothesis for the study .
15. What are the major steps involved while doing content analysis?
16. Define variable. Elucidate its various types with examples

(4 x 6=24 Weightage)