

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

CORPORATE COMMUNICATION & PUBLIC RELATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Corporate Communication needs to be consistent with -----.
(i) Stakeholders (ii) Corporate Structures
(iii) Corporate Identity (iv) Corporate Targeting
- 2 -----communication takes places between the heads of one department and the subordinates of another department.
(i) Diagonal (ii) Formal
(iii) Informal (iv) Grapevine
- 3 An example for a Dominant Stakeholder -----.
(i) Board of Directors (ii) Customers
(iii) Employees (iv) All of the above
- 4 ----- is a one-way communication technique.
(i) Press Agent/ Publicity (ii) Public Information Model
(iii) One-way Asymmetrical model (iv) Symmetrical Model
- 5 The first element of brand strategy is -----.
(i) Target Audience (ii) Brand Proposition
(iii) Brand Saliency (iv) STP

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss Corporate relation with an example.
OR
b Categorize the characteristics of Corporate Communication.
- 7 a Write an account on thought leadership in Corporate Communication.
OR
b Compare and contrast Corporate Communication and Marketing Communication.
- 8 a Justify the concept of Corporate Social Responsibility.
OR
b What do you understand by External Communication.
- 9 a Classify the various types of PR Tools.
OR
b What do you understand by the term 'Issues Management'.
- 10 a Illustrate the significance of Digital marketing.
OR
b Explain the concept of 'Community Relations'.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the various types of organisations with appropriate examples.
OR
b Summarize the various forms of Corporate Communication Practices.
- 12 a Analyze how Power works in communication with appropriate examples.
OR
b Explain the concept of Corporate Branding.
- 13 a "The Corporate Constituencies are the stakeholders of the organization". Defend.
OR
b Discuss the evolution of PR in detail.
- 14 a Discuss the Crisis Management Models with an example.
OR
b Point out the various aspects of Campaign Planning.
- 15 a Explain the concept of Ethical issues in campaigns with appropriate examples.
OR
b Discuss the significance of Evaluation methods in PR.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MAJOR ELECTIVE COURSE – I: NEW MEDIA STUDIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which one of the following enabled people to nurture their voice and express themselves?
(i) Online Print Media (ii) Online magazine
(iii) Digital Platform (iv) Social Media
2. What does SLACK stands for?
(i) Searchable Location of All Communication and Knowledge
(ii) Searchable Log of All Communication and Knowledge
(iii) Searchable Log of All Content and Knowledge
(iv) Searchable Location of All Content and Knowledge
3. 5G technology transmission speed will be _____.
(i) 100 times faster than 4G (ii) 200 times faster than 4G
(iii) 100 to 1000 times faster than 4G (iv) 200 to 2000 times faster than 4G
4. There are three main target groups that can be well-known in governance concepts are government, citizens, and _____.
(i) Focused groups (ii) Interested groups
(iii) Work groups (iv) Purposive groups
5. What does RMT concept stands for?
(i) Resource Mobilization Theory (ii) Resource Mass Theory
(iii) Relevant Mass Theory (iv) Relevant multi-media theory

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) State the importance of Interactivity and new media communication.
(OR)
b) Describe virtual world? Give example.
7. a) Explain in detail ROIP.
(OR)
b) Elucidate IPTV with suitable example.
8. a) Explain information rich with example.
(OR)
b) Discuss information poor and give suitable example.
9. a) Elucidate ICT. Give an example.
(OR)
b) Summarise cyberspace. Give suitable example.

Cont...

10. a) State the importance of cyborg theory.
(OR)

b) Explain OECD and its roles.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Discuss Information Superhighways as the future of information technology.
(OR)

b) Analyse e-governance is the application of information technology.

12. a) Justify, the Uses and Gratification theory and discuss the effects of the media on people.
(OR)

b) Analyse post-industrialization is an evolution in the history of new media and technology.

13. a) Discuss agriculture is considered to be the most vital sector for ICT intervention.
(OR)

b) Explain the use of ICT in weather forecasting is broad with example.

14. a) Gauge social media activism is an online form of protest or advocacy for a cause.
(OR)

b) Differentiate cyber bullying and cyber stalking with right examples.

15. a) Discuss in detail cyborg's criticism of old-fashioned feminism.
(OR)

b) Discuss Cyberfeminism and Internet technology with suitable example.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MEDIA, SOCIETY & CULTURE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What are cultural symbols?
 - (i) Words or phrases that are unique to a particular culture
 - (ii) Gestures or objects that carry meaning within a culture
 - (iii) Slang terms used by young people
 - (iv) The word "hello"
- 2 According to the Greek philosopher Heraclitus, which of the following is true about the world?
 - (i) Everything is constantly changing
 - (ii) Everything is permanent and unchanging
 - (iii) The world is a product of human perception
 - (iv) The world is god creation
- 3 How can knowledge of grammar help with cultural communication?
 - (i) It can help to avoid misunderstandings caused by differences in language structure
 - (ii) It is not helpful in cultural communication
 - (iii) It can be useful for learning about different cultural traditions
 - (iv) It will be beneficial in the pronunciation of words in a language
- 4 What is the impact of pluralistic media on Indian society?
 - (i) It creates a more diverse and informed society
 - (ii) It leads to increased polarization and division
 - (iii) It reduces freedom of speech and expression
 - (iv) It promotes only the views of the majority
- 5 Which of the following is a criticism of mass-mediated culture?
 - (i) It promotes cultural understanding and diversity
 - (ii) It allows for the spread of niche and minority cultures
 - (iii) It creates a global culture that erases local traditions and customs
 - (iv) It has no impact on the culture

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain how nonverbal communication can be used to illustrate cultural differences and similarities.

OR

b In what ways can culture as a social institution perpetuate inequality and discrimination?
- 7 a How do technological advances impact the retention of information in Eastern and Western cultures?

OR

b How does language affect our ability to retain information in Eastern and Western cultures?

Cont...

8 a Analyse the effect of globalization on our understanding of cultural identity and our relationship with the wider world.

OR

b Discuss how technologies such as the telescope, microscope, and computer changed the way we understand and interact with reality?

9 a Examine the role of media in modern society and why it is considered important?

OR

b State the proliferation of fake news and misinformation impacted the credibility and trustworthiness of media outlets.

10 a List some of the key differences between high-context and low-context cultures, and how do these differences impact communication?

OR

b What role do cultural stereotypes and biases play in cross-cultural communication, and how can they be addressed to promote effective communication?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11 a Evaluate the role of assumptions in intercultural communication and discuss how they can be overcome.

OR

b Analyze how does the institutionalization of culture affect cultural diversity and globalization?

12 a Analyze the impact of Greek philosophy on Western thought and the modern perception of the world. How do Greek concepts such as natural law, ethics, and metaphysics still shape our worldviews?

OR

b Evaluate the contribution of ancient Greek thinkers such as Aristotle, Plato, and Socrates to our understanding of the world. How do their concepts of knowledge, truth, and reality still resonate today?

13 a Evaluate the impact of globalization on the convergence and divergence of Western and Greek concepts of the world.

OR

b Elucidate the relationship between language and perception of the world in Western and Greek concepts. How do language and cultural differences impact our ability to understand and interpret reality?

14 a Enumerate the relationship between media ownership and editorial independence, and how does this impact the quality and accuracy of news reporting?

OR

b Interpret the influence of media on cultural norms and values, and how does it shape our understanding of identity, gender, and race?

15 a According to the Frankfurt School, what is the role of mass media in contemporary society? How does it affect people's perceptions of reality, and what are its implications for democracy?

OR

b Explain the significance of critical theory in the Birmingham School's approach to culture and communication. How does it differ from traditional approaches to cultural analysis, and what are its implications for social change?

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

REPORTING AND EDITING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Development Journalism is
 - (i) Pro-capitalist
 - (ii) Neutral
 - (iii) Pro- Third world
 - (iv) Anti-Third world
- 2 Some stories that wrap similar events into a single story are called
 - (i) Multiple story
 - (ii) Round
 - (iii) Capital story
 - (iv) Sameincident story
- 3 The nodal agency of the Government to disseminate the information to the print media in Government policies:
 - (i) PIB
 - (ii) Doordharshan
 - (iii) Akashvani
 - (iv) Film Division
- 4 Leader writer is one who writes the_____
 - (i) Main story
 - (ii) Middle Piece
 - (iii) Editorial
 - (iv) Edit page article
- 5 Information about the publication of the newspaper such as editor, place of publication, printer, manager, press, etc. carried in the newspaper daily :
 - (i) Folioline
 - (ii) Imprint
 - (iii) Infoline
 - (iv) Byline

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Basic human rights apply to criminals as well. Describe the moral implications of reporting crime stories.

OR

b Is objectivity a myth in modern reporting? Explain your answer with suitable examples.
- 7 a What are parliamentary privileges? What responsibilities does a reporter have when covering parliamentary proceedings?

OR

b "Today's newspapers claim that they are unbiased and objective" .Do you agree? Substantiate your argument.
- 8 a Does computer-assisted reporting improve newspaper quality? Discuss.

OR

b What are the duties of a subeditor?

Cont...

- 9 a Examine the significance of newspaper editorials.
OR
b Discuss how the approach to newspaper design should be communicative rather than decorative.
- 10 a Professionalism in the news media is a two-edged sword. Discuss using specific examples.
OR
b Examine journalist's difficulties when reporting on communal and political violence.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a "A journalist is only as reliable as his or her news source." Explain how a reporter acquires news sources.
OR
b Accuracy, objectivity, and fairness should be the newspaper's defining characteristics. Discuss.
- 12 a Information extraction is a skill. To extract news from the source, beat reporters must be very competent. Explain the significance of beat reporting and news source cultivation.
OR
b Critically analyze the evolution of citizen journalism in India.
- 13 a How do you educate a cub reporter about the tactics, pitfalls, and challenges of conducting interviews as the bureau chief of a regional daily?
OR
b Reporters argue that editors frequently "mutilate their best work." Provide instances to substantiate the veracity of the assertion.
- 14 a Critically evaluate an editorial page of a newspaper of your choice.
OR
b Innovative headlines enhance the news report. Discuss and explain the fundamentals of headline writing.
- 15 a Discuss whether the Indian media, including the electronic media, should be made accountable to the public.
OR
b A new notion of reader's editor is on the horizon. What are your thoughts about it? Mention the advantages.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

INDIAN CONSTITUTION & MEDIA LAWS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Preamble has been amended by which Amendment Act?
(i) 27th Constitutional Amendment (ii) 42nd Constitutional Amendment
(iii) 44th Constitutional Amendment (iv) 40th Constitutional Amendment
- 2 In which case, Supreme Court held that Preamble is integral part of the constitution?
(i) SR Bommai Case (ii) Kesavanand Bharti Case
(iii) Ashok Kumar Thakur Case (iv) M C Mehta Case
- 3 Who is the chairman of Parliamentary Affairs Committee?
(i) Finance Minister (ii) Home Minister
(iii) Prime Minister (iv) Speaker
- 4 Which of the following is not true with regard to the RTI Act, 2005?
(i) The objective behind RTI is to maintain transparency in government operations
(ii) RTI is a key for empowering citizens
(iii) Containment of corruption in Government units is the important objective of the RTI Act.
(iv) RTI Act appoints NITI Aayog responsible for channelizing, regulating and maintaining the RTI Act in India.
- 5 Digital Signature Certificate is _____ requirement under various applications.
(i) Statutory (ii) Legislative
(iii) Governmental (iv) Voluntary

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a What do you understand by constitution law and constitutionalism?
OR
b The spirit of the Directive principles is lost because it can't be taken to court. Amplify.
- 7 a Discuss the executive authority of the president and the governor.
OR
b What do you mean by federal government structure? What are the Constitution's federal provisions?
- 8 a Describe the three provisions of the Indian Penal Code regarding "Defamation."
OR
b Explain in brief the purpose and provisions of Copy Right Act.

Cont...

9 a How is press freedom enshrined in India's Constitution?

OR

b Why is freedom of expression a vital part of a democracy?

10 a Mention the finer points of the Press and Registration of Books Act, 1867.

OR

b Which do you value more, the rule of law or the code of ethics? Please justify your position.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Explain the relationship between fundamental rights and directive principles of state policy.

OR

b Explain the Indian Constitution as the lengthiest Constitution in the world.

12 a Describe the required powers and qualifications of the President of India.

OR

b Describe the constitutional remedies the Indian Constitution guarantees.

13 a Examine the reflection of the Universal Declaration of Human Rights in Part III of the Indian Constitution.

OR

b Briefly describe India's election commission's evolution, structure, powers and functions.

14 a Discuss the offenses and penalties under the Information and Technology Act, 2000.

OR

b Discuss the role and importance of Intellectual Property Rights in the Cyber World.

15 a Describe the guidelines outlined in the Drugs and Magical Remedies (Objectable Advertisement) Act, 1954.

OR

b Discuss the key sections of the Working Journalist Act and clarify whether this act achieved its goals.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What refers to two or more characters joined as a single unit?
(i) Aperture (ii) Bowl
(iii) Ligature (iv) Baseline
- 2 What refers to the removal of unwanted outer areas from a photographic or illustrated image?
(i) Cropping (ii) Enlargements
(iii) Balance (iv) Kerning
- 3 What does GIF stands for?
(i) Graphics Interchange Format (ii) Graphics Interactive Format
(iii) Graphics Interchange Form (iv) Graphics Interactive Form
- 4 Which is a roll-feed web printing process?
(i) Flexography printing (ii) Lithography printing
(iii) Relief printing (iv) Screen printing
- 5 Which is not the principles of design?
(i) Balance (ii) Contrast
(iii) Repetition (iv) Option

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Discuss about the history of printing in India.
OR
b Illustrate the type classification.
- 7 a Explain type composition.
OR
b Illustrate on layout planning.
- 8 a Explain digital proofing.
OR
b Discuss about the types of printers.
- 9 a Discuss the benefits of flatbed printing.
OR
b Explain primary and secondary colours.
- 10 a Illustrate the importance of packaging.
OR
b Discuss the role of shapes in graphic design.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the packaging industry in India.
OR
b Assess the role of new technological development in printing process.
- 12 a Analyze the importance of Desktop publishing.
OR
b Categorize the different types of layout with examples.
- 13 a Analyze the different file formats used for designing.
OR
b Elucidate on digital press, pre-press creation and input.
- 14 a Analyze the merits and demerits of offset printing.
OR
b Elucidate gravure printing process.
- 15 a Elucidate the economics of printing.
OR
b Classify the structure of printing press organization.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

CONTENT DEVELOPMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What comes first in the eContent planning process?
 - (i) Identifying the target audience
 - (ii) Defining the learning objectives
 - (iii) Conducting a needs assessment
 - (iv) Creating a project timeline
- 2 Which of the following is an advantage of using eContent in education?
 - (i) It is always more effective than traditional teaching methods
 - (ii) It is more engaging for students
 - (iii) It eliminates the need for a teacher
 - (iv) It is less expensive than traditional teaching methods
- 3 What is a SCORM package?
 - (i) A collection of HTML files that make up an e-learning course
 - (ii) A file format for storing e-learning content
 - (iii) A set of guidelines for creating e-learning content
 - (iv) All of the above
- 4 What is blended learning?
 - (i) A learning approach that involves a combination of online and offline methods
 - (ii) A learning approach that involves only online methods
 - (iii) A learning approach that involves only offline methods
 - (iv) A learning approach that involves watching videos only
- 5 What is a content repository in a CMS?
 - (i) A feature that allows users to collaborate on content creation
 - (ii) A tool for analyzing website traffic and user behavior
 - (iii) A method for optimizing website content for search engines
 - (iv) A place where digital content is stored and managed

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the e-content development tools? List some advantages of using e-content development tools.
OR
b Bring out the importance of e-content planning. How will you identify your target audience during e-content planning?
- 7 a Narrate the impact of emerging technologies, such as virtual reality and artificial intelligence, on e-content development and its effectiveness.
OR
b State the ethical considerations should be taken into account when creating e-content, such as privacy, accessibility, and copyright infringement.
- 8 a How did early e-learning adopters overcome challenges?
OR
b How does the cognitive load theory influence the design and development of e-content, and what are some best practices for managing cognitive load?

Cont...

- 9 a Discuss the advantages and disadvantages of smart classes, and how do they impact teaching and learning outcomes?
OR
b Differentiate open-source learning, from traditional forms of e-learning.
- 10 a How can data analytics and feedback be used to continuously improve and optimize e-content development?
OR
b Explain the benefits of e-content hosting, such as scalability, reliability, and cost-effectiveness.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the key production techniques used in e-content development, such as video production or interactive design, and how can they be effectively utilized to create engaging and effective e-learning experiences?
OR
b Interpret the role of multimedia elements, such as audio and images, play in e-content production, and how can they be effectively used to enhance learning outcomes?
- 12 a Analyze some of the best practices for designing and developing e-content, such as following instructional design principles or using multimedia content.
OR
b Give your recommendation for organizations to ensure their e-content remains up-to-date and relevant, such as by conducting regular reviews or updates.
- 13 a Explain social learning theory, and how can it be incorporated into e-learning initiatives to promote collaboration and knowledge sharing?
OR
b Elucidate ADDIE model, and how can it be used to design and develop e-content?
- 14 a Assess the evolution of e-learning over time, and what were the key milestones in its development?
OR
b Discuss the role of technology in the evolution of e-learning, and how did advancements in technology shape its growth and development?
- 15 a Recommend some ethical considerations that organizations should take into account when producing e-content, such as ensuring that the content is accurate and unbiased or avoiding cultural stereotypes?
OR
b Formulate a method for e-content production techniques be used to promote diversity, equity, and inclusion in e-learning, such as by providing content in multiple languages or using inclusive design principles.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH METHODS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Communication Theory is an important component in research
(i) Media studies (ii) Research
(iii) Media sciences (iv) Social studies
- 2 Reliability and Validity is an important factor for
(i) Research (ii) Variable
(iii) Focus group (iv) Criteria
- 3 Triangulation is a
(i) Mixed method (ii) Quantitative method
(iii) Process (iv) Concept
- 4 Focus group research method is a
(i) Mixed method (ii) Quantitative study
(iii) Innovative process (iv) Qualitative study
- 5 Field study in research is a
(i) Data collection process (ii) Content analysis
(iii) Qualitative study (iv) Research design

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Write an introduction to social science research.
OR
b Write a short note on Communication theories.
- 7 a Explain variables in research methodology.
OR
b What is observation method in media research?
- 8 a What is a research question? Explain the term.
OR
b Why do we need to write review of Literature in research process?

Cont...

- 9 a Explain the Survey techniques in research methodology.
OR
b Discuss Content analysis in Communication research.
- 10 a Write on ANOVA Quantitative research process.
OR
b Write the importance of Bibliography in research process.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Explain the nature and scope of communication research in India.
OR
b Discuss the significance of Mass media research today.
- 12 a Explain secondary data in research and write its applications.
OR
b Write the types of Questionnaire methods in research and its applications.
- 13 a How review of literature process helps the researcher to continue the process?
OR
b Write about Hypothesis Concept explain.
- 14 a Write about Explanatory and Explorative research methods with examples.
OR
b Write and explain Qualitative research method in the research process.
- 15 a Write about ethics in research, why it is important in research?
OR
b Write and Explain Quantitative research methods in the research process.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

DIGITAL MEDIA COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 In SEO, O refers to -----.
(i) Organisation (ii) Oiteration
(iii) Optimization (iv) Oligopoly
- 2 ----- is extracting useful information about individuals.
(i) Data Mining (ii) Data Extraction
(iii) Warehousing (iv) Database marketing
- 3 The term Digital Marketing was first used in the year -----.
(i) 2000 s (ii) 1980 s
(iii) 1990 s (iv) 2010
- 4 The ----- is a key concept in Digital Media.
(i) Immersion (ii) Realism
(iii) Formalism (iv) Neo-Realism
- 5 In the term SERP, R stands for -----.
(i) Reorientation (ii) Revival
(iii) Result (iv) Retrieval

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Describe the Interactivity in Digital Media Communication with an example.
OR
b Classify the characteristics of Digital Media.
- 7 a Write an account on Audience Segmentation.
OR
b Compare and contrast Digital and Traditional concepts of Communication.
- 8 a Explain the concept of 'Influencer Engagement' by clients.
OR
b What do you understand by Viral Marketing? – Narrate.
- 9 a Classify the various types of Search Engines in Digital Communication.
OR
b What do you understand by the term 'Nudges'? – Narrate.
- 10 a Illustrate the significance of a SEO.
OR
b Explain the concept of 'Crawling' in Digital Media.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a "Your audience can choose how they want to receive your content". Defend.
OR
b Demonstrate why off page optimization is so significant in the history of Digital Media.
- 12 a Elucidate the significance of organic SEO with appropriate examples.
OR
b Determine the various forms of Media Mix with examples.
- 13 a Analyze how Quora works in Digital Media Marketing.
OR
b Explain the concept of Inorganic SEO.
- 14 a Discuss the dangers of Cyber stalking and Cyber bullying with relevant examples.
OR
b Delineate the concept of data diddling with suitable examples.
- 15 a Explain the concept of Phishing with appropriate examples.
OR
b Discuss the significance of interactivity in Digital Media Communication.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION
CORPORATE COMMUNICATION & PUBLIC RELATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which one of the following have the right to share in the profits of the business but are not personally liable for the company's debts?
(i) Managers (ii) Investors
(iii) Shareholders (iv) Employers
- 2 Which process involves determining what work is needed to accomplish the goal, assigning those tasks to individuals, and arranging those individuals in a decision-making framework (organizational structure)?
(i) Directing (ii) Organizing
(iii) Communicating (iv) Analysing
- 3 Which one of the following help establish policies for dealing with emergencies, such as who gets to communicate with the media, and how management shares information with employees.
(i) Relationship management (ii) Crisis management
(iii) Resource Management (iv) Image Management
- 4 _____ serves to communicate important news connected with an organisation or company and involves the participation of journalists and representatives of the company/organisation.
(i) Media Campaign (ii) Advertising
(iii) Press Conference (iv) Announcement
- 5 According to the United States Patent and Trademark Office, a trademark is?
(i) a passage (ii) a word
(iii) a model (iv) an alphabet

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Define corporate with examples.
(OR)
b) A brief note on corporate structure with example.
- 7 a) Explain span of control with example.
(OR)
b) How Vertical Communication works?
- 8 a) Discuss the role of shareholders with example.
(OR)
b) Explain the nature of board of directors with example.
- 9 a) Discuss various organizational tasks with example.
(OR)
b) Describe the use of house journal.

Cont...

- 10 a) Explain campaign planning.
(OR)
b) Give a short note on public relation process with example.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a) Discuss contingency management theory with recent contributions.
(OR)
b) Explain in detail Total Quality Management (TQM) with suitable example.
- 12 a) Differentiate Internal Vs. External environment change organizational factors.
(OR)
b) Justify, the Leadership Style Based on the Use of Authority with examples.
- 13 a) Discuss in detail the functions of public relations with suitable example.
(OR)
b) Analyse Corporate Social Responsibility (CSR) with Examples.
- 14 a) Analyse various types of event management with suitable example.
(OR)
b) Evaluate Online and Offline Marketing Campaign Planning with suitable example.
- 15 a) Discuss in detail various types of Departmentalization process with example.
(OR)
b) Trace and understand Legal and ethical issues in Interactive and Social Media Marketing with example.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

ADVERTISING & MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which agency become the first full service advertising agency?
(i) N.W.Ayer & Son (ii) FCB Ulka Advertising Ltd
(iii)Ogilvy & Mather (iv) William Taylor
- 2 Which One of the following is NOT the responsibility of Client Service Manager?
(i) The account is running profitably for the agency
(ii) To change the objectives of the advertisement briefed by client.
(iii) The client is getting the best results from the whole agency team
(iv) There are adequate resources on hand.
- 3 Which one is not a part of the 4 Ps?
(i) Product (ii) People
(iii) Price (iv) Place
- 4 Which of the following consists of contacting prospective buyers of the product personally?
(i) Marketing Mix (ii) Personal Selling
(iii) Sale (iv) Advertising
- 5 Segmentation based on lifestyle would not include:
(i) Hobbies (ii) Recreational Pursuits
(iii) Entertainment, Vacations (iv) Climate

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Discuss in detail about the various roles and functions of advertising.
OR
b Explain advertising as a form of persuasive communication with example.
- 7 a Analyze the ethical issues in advertising and the role of regulatory bodies such as ASCI and AAI.
OR
b Explain the differences between consumer advertising and corporate advertising.
- 8 a Evaluate the differences between marketing and selling and their impact on business operations.
OR
b Discuss in detail about marketing and its scope in the current business environment.

Cont...

- 9 a Discuss Maslow's hierarchy of needs and its relevance to personal selling and buying behavior.

OR

- b Explain the factors that influence consumer behavior in personal selling including social, cultural, psychological, and situational factors.

- 10 a Explain market segmentation and discuss its characteristics in detail.

OR

- b Discuss the ethical and moral issues in advertising and marketing and their implications for market segmentation strategies.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Analyze the history and growth of advertising, including its impact on society and culture.

OR

- b Interpret and explain in detail about socio – economic aspects of advertising.

- 12 a Analyze the functions of an advertising agency and their role in the development of an advertising campaign.

OR

- b Assess the advertiser-agency-media relationship and its impact on advertising effectiveness.

- 13 a Interpret and explain the different methods used to determine a promotional budget and their effectiveness in achieving marketing objectives.

OR

- b Evaluate the role of promotional mix in marketing communication and its effectiveness in achieving marketing objectives.

- 14 a Elucidate the role of consumer behavior in personal selling and its effect on the buying decision process.

OR

- b Assess the significance of marketing research in developing effective marketing strategies and the various methods used in conducting research.

- 15 a Elucidate the different product classifications and their relevance to market segmentation.

OR

- b Analyze the different product positioning strategies and their effectiveness in achieving marketing objectives.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

COMMUNICATION MODELS & THEORIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 _____ simply provide an abstract understanding of the communication process.
(i) Theories (ii) Models
(iii) Axioms (iv) Description
- 2 Spiral of silence was proposed by _____.
(i) Paul Niquette (ii) Alan Turing
(iii) Noelle Neumann (iv) Shannon and Weaver
- 3 Events in Gerbner model are perceived by _____.
(i) source (ii) transmitter
(iii) medium (iv) receiver
- 4 Uses and gratification theory mainly focuses on _____.
(i) media messages and how it reaches the audience
(ii) communication process
(iii) building the past
(iv) media influence is good or bad
- 5 Four theories of Press are _____.
(i) Authoritarian, Liberalisation, Free press, Media
(ii) Soviet media, Free press, Libertarian, Social
(iii) Social responsibility, Free press, Libertarian, Authoritarian
(iv) Soviet media, Social responsibility, Libertarian, Authoritarian

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State communication.
OR
b Explain the importance of dimensions of communication.
- 7 a Explain Aristotle's model of communication.
OR
b Determine the significance of Lass well's model of communication.
- 8 a Discuss on the Osgood Schramm model.
OR
b Analyze Newcomb theory.
- 9 a Evaluate Walter Lippmann's public opinion theory.
OR
b State the importance of cultivation film theory.

Cont...

- 10 a How do the media contribute to the spiral of silence? Analyze.
OR
b Classify the four normative theories.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a What is global village According to McLuhan? Analyze.
OR
b Differentiate verbal and non verbal communication.
- 12 a Determine the characteristics of Shannon-Weaver model.
OR
b Enumerate Linear models and its types.
- 13 a Analyze two step flow theory.
OR
b Criticize on Dance's Helical Model.
- 14 a Elucidate on Gate Keeping Theory and interpret its relation with the functioning of media.
OR
b Justify how the Agenda Setting is relevant today.
- 15 a Evaluate the social learning theory with relevance to the current societal scenario.
OR
b Classify the main assumptions of knowledge gap theory.

Z-Z-Z

END