

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

COMMUNICATION MODELS AND THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary purpose of communication? a. To persuade b. To inform c. To entertain d. To confuse	K1	CO1
	2	What is feedback in communication? a. The process of sending a message b. The act of ignoring a message c. The act of interrupting someone while they are speaking d. The response to a message	K2	CO1
2	3	Another name for interpersonal communication is ----- ----- a. Mass Communication b. Face to face communication c. Dyadic communication. d. Virtual communication	K1	CO2
	4	----- is individual reflection, contemplation and meditation. a. Intra personal communication b. Interpersonal communication c. Group communication d. Mass Communication	K2	CO2
3	5	The circular model of communication was put forward by a. James Harey b. Herold Lasswell c. Shannon and Weaver d. Oosgood and Schramm	K1	CO3
	6	Reinforcement theory was introduced by a. Carl Howland b. Joseph Klapper c. Maxwell Mc Comb d. Donald Shaw	K2	CO3
4	7	Speaker – Speech – Audience are the elements of whose model of communication? a. Shannon b. Aristotle c. Harold Lasswell d. Wilbur Schramm	K1	CO4
	8	Which is considered as a physical bridge between sender and receiver? a. Channel. b. Message c. Treatment of message d. All of the above	K2	CO4
5	9	Liberation theory is also called as a. Authoritarain theory b. Social responsibility theory c. Free press theory d. Communist media theory	K1	CO5
	10	Which of the following is an example of effective communication? a. Speaking in a monotone voice b. Using simple language that is easy to understand c. Using jargon that only a few people understand d. Using long, complex sentences	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Why do we need communication? Mention the purpose of communication.	K1	CO1
	(OR)			
	11.b.	Relate the concept of McLuhan Global village to contemporary communication.		
2	12.a.	List and analyze the Linear model of communication and its advantages.	K4	CO2
	(OR)			
	12.b.	Analyze Barnlund's transactional model with proper examples.		
3	13.a.	Compare the significance of Osgood model and ABX model.	K4	CO3
	(OR)			
	13.b.	Justify Dance Helical Model with pros and cons.		
4	14.a.	Identify the importance of frame analysis theory and its role in communication field.	K4	CO4
	(OR)			
	14.b.	Examine the role of propaganda theory and how it apply in election time.		
5	15.a.	Critically analyze the theories of media violence with suitable references.	K4	CO5
	(OR)			
	15.b.	Simplify the significance of Cognitive Dissonance theory.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the various types and forms of communication with suitable examples.	K6	CO1
2	17	Compare and contrast the structure of Westley Macleans, Leagands, Boltan and Cleaver model and how its apply in our Indian life.	K5	CO2
3	18	Evaluate the circular and non- linear model of communication concepts in our day to day life experience.	K5	CO3
4	19	Analyze the importance, role and function of communication media theory with concrete references.	K4	CO4
5	20	Comment the fundamentals and influence of theories of press and its significance in society.	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

INDIAN CONSTITUTION AND MEDIA LAWS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of these is <i>not</i> mentioned in the Preamble to the Constitution of India? a. Justice b. Liberty c. Mediocrity d. Fraternity	K1	CO1
	2	Panchayati Raj focuses on a. Centralisation of powers b. Decentralisation and local governance c. Consolidation of powers and governance at the national level d. None of the above	K2	CO1
2	3	The President of India is a. The head of the Indian state b. The first citizen of India c. The Commander-in-Chief of the Indian Armed Forces d. All of the above	K1	CO1
	4	Per Article 157 of the Constitution of India, a person to be eligible for appointment as Governor should a. Be a citizen of India b. Have completed the age of 35 years c. Both (a) and (b) d. Neither (a) nor (b)	K2	CO1
3	5	The judiciary is a branch of the government that a. Interprets the law b. Settles disputes c. Administers justice d. All of the above	K2	CO3
	6	The Election Commission is headed by a. A Chief Election Commissioner and two Election Commissioners b. A Chief Election Commissioner c. A Chief Election Commissioner and a Deputy Election Commissioner d. The President of India	K1	CO3
4	7	Obscenity is a a. Criminal offence b. Civil offence c. Moral censure d. None of the above	K1	CO3
	8	Defamation can be committed through a. Spoken words b. Written statements c. Either (a) or (b) c. Neither (a) nor (b)	K2	CO3
5	9	Whoever contravenes any of the provisions of the Drugs and Magic Remedies (objectionable advertisements) act, shall, on conviction, be punishable a. In the case of the first conviction, with imprisonment which may extend to six months, or with fine, or with both b. In the case of the first conviction, with imprisonment which may extend to three months, or with fine, or with both c. In the case of the first conviction, with imprisonment which may extend to three years, or with fine, or with both d. None of the above	K1	CO3

Cont...

5	10	The Press and Registration of Books Act, 1867, is replaced by a. The Press Registration Act, 2005 b. The Press and Registration of Periodicals Bill, 2023 c. The book registration bill, 2013 d. All of the above	K2	CO4
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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Conduct a nuanced discussion about the fundamental duties.	K5	CO1
		(OR)		
	11.b.	Comment on local governance in India and how it can empower villages.		
2	12.a.	Briefly discuss the qualifications, appointment and functions of the Governor.	K3	CO1
		(OR)		
	12.b.	Highlight the powers of the Governor under the Constitution of India.		
3	13.a.	State the sanctioned strength of parliament and explain in detail how members are elected to its houses.	K4	CO1
		(OR)		
	13.b.	Comment on the functions and privileges of the Election Commissions of India.		
4	14.a.	Comment on the use and misuse of press freedom in India.	K4	CO4
		(OR)		
	14.b.	Discuss the issue of privacy in contemporary celebrity news reporting.		
5	15.a.	Explain the application of the emblems and names (prevention of improper use) Act, 1950.	K3	CO5
		(OR)		
	15.b.	Comment on the information technology act.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss how the news media can help preserve the fundamental rights that the Indian constitution guarantees to its citizens.	K4	CO2
2	17	Elaborate on the powers and functions of the President of India.	K4	CO1
3	18	Summarise the structure and functions of the Indian judiciary.	K4	CO3
4	19	Consider the present situation: Person X presents his/her opinions and levels allegations against person Y in the mainstream media. Person Y is offended because of this. Within the framework of the media laws of India, discuss the ways in which person Y can get his grievance redressed and how person X can defend him/herself.	K5	CO4
5	20	Explain how the RTI Act can help journalists fight corruption with a few examples.	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

GRAPHIC DESIGN AND PRODUCTION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of these is not a basic typeface group? a) Serif b) Sans serif c) Bipolar d) Script	K2	CO3
	2	Typically, font size is measured in a) Centimetre (cm) b) Millimetre (mm) c) Points (pt) d) Unidirectional height (UniH)	K1	CO3
2	3	Phototypesetting a) Does not involve photography b) Has been made obsolete by digital typesetting c) Is associated with preset printing in the current era d) None of the above	K2	CO2
	4	A halftone block a) Carries intermediate tones b) Blocks halftones c) Uses a dot pattern to create an image d) All of the above	K1	CO4
3	5	Adobe InDesign is a) A page layout design software application b) The most popular image-editing application c) An opensource software d) All of the above	K1	CO3
	6	Which of these is not a popular printer type? a) Laser b) Inkjet c) Dot matrix d) Square matrix	K1	CO4
4	7	What is the primary characteristic of relief printing? a. The image is transferred from a flat surface b. The image is carved into a surface and only the raised areas are inked c. The image is printed using a rotating cylinder d. The image is created using a mesh screen	K2	CO2
	8	In offset lithography, what role does the intermediate blanket cylinder play? a. It directly applies ink to the substrate b. It transfers the image from the plate to the paper c. It holds the printing plates in place d. It dries the ink after printing	K2	CO4

Cont...

5	9	What does the weight of paper typically indicate? a. The thickness of the paper b. The texture of the paper b. The amount of ink it can hold d. The size of the paper sheet	K1	CO4
	10	What is a primary characteristic of newsprint paper? a. It is glossy and highly durable b. It is lightweight and relatively inexpensive c. It has a high brightness level d. It is not acid-free and has archival quality	K2	CO1

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Overview the history of printing.	K2	CO1
		(OR)		
	11.b.	Discuss font types with illustrations.		
2	12.a.	Discuss how desktop publishing has revolutionised printing.	K4	CO2
		(OR)		
	12.b.	Differentiate between hot and cold type composition.		
3	13.a.	Describe digital trapping and imposition.	K3	CO4
		(OR)		
	13.b.	List the popular types of printers and characterise them.		
4	14.a.	Explain the processes involved in screen printing.	K3	CO2
		(OR)		
	14.b.	Elaborate on colours and how they are managed in multicolour offset printing.		
5	15.a.	Outline printing press organisation and structure.	K4	CO1
		(OR)		
	15.b.	Comment on the economics of printing in contemporary times.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Outline the essentials for good typography.	K4	CO3
2	17	What makes a decent design? Discuss the principles of design and layout.	K4	CO3
3	18	Overview the tools, editing techniques and functions associated with popular image-editing software such as Adobe PhotoShop.	K4	CO5
4	19	Illustrate and explain how offset lithography works.	K4	CO4
5	20	Illustrate logo design, its functions and characteristics with examples.	K4	CO3

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What factor has played a significant role in the evolution and growth of corporate communication? a) Globalization b) Technological advancements c) Economic recession d) Political stability	K1	CO1
	2	Which model of corporate relations emphasizes a hierarchical structure with centralized control? a) Modern model b) Classical model c) Contemporary model d) Post-modern model	K2	CO1
2	3	What is a common function of organizational communication? a) Creating conflict b) Generating power struggles c) Facilitating decision-making d) Promoting secrecy	K1	CO2
	4	Which factor significantly influences communication decision making within an organization? a) Technological advancements b) Organizational culture c) Economic trends d) Political climate	K2	CO2
3	5	What is one of the primary functions of public relations (PR) in corporate communication? a) Product development b) Crisis management c) Supply chain management d) Financial forecasting	K1	CO3
	6	Corporate Social Responsibility activities are often integrated into PR strategies to a) Maximize shareholder profits b) Minimize consumer satisfaction c) Enhance brand reputation d) Ignore environmental concerns	K2	CO3
4	7	Which of the following is a traditional PR tool for communicating with the media? a) Social media advertising b) Organizing press conferences c) Email newsletters d) Direct mail campaigns	K1	CO4
	8	What is a key aspect of coordinating communication efforts in campaign planning? a) Maintaining secrecy b) Encouraging dissent c) Promoting transparency d) Avoiding feedback	K2	CO4
5	9	What strategy did Nestlé India adopt in its distribution approach? a) Centralized distribution model b) Regionalized distribution model c) International distribution model d) Direct-to-consumer distribution model	K1	CO5
	10	In the case of Conflict Palm Oil and PepsiCo's Ethical Dilemma, what ethical issue did PepsiCo face? a) Labor disputes b) Environmental degradation c) Child labor in palm oil production d) False advertising claims	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyze the evolution and growth of corporate communication in the context of globalization.	K4	CO1
		(OR)		
	11.b.	Compare and contrast modern, classical, and contemporary models of corporate relations.		
2	12.a.	Analyze the communication strategies of effective leadership and its impact on employee engagement and organizational culture.	K4	CO2
		(OR)		
	12.b.	Discover the potential challenges and opportunities associated with managing diverse communication contexts within organizations.		
3	13.a.	Critically assess the role of PR in shaping public opinion and influencing societal perceptions of corporate entities.	K5	CO3
		(OR)		
	13.b.	Explain the role of Corporate Social Responsibility (CSR) activities in PR strategies.		
4	14.a.	Evaluate the effectiveness of traditional media tools in the age of digital media and social networking.	K5	CO4
		(OR)		
	14.b.	Explain the necessity of internal communication tools within political parties in India.		
5	15.a.	Design a sustainability initiative for PepsiCo in response to the Conflict Palm Oil dilemma.	K6	CO5
		(OR)		
	15.b.	Create a presentation for recent crisis communication messages that you've encountered.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine the role of corporate communication in shaping public perception and maintaining corporate reputation.	K5	CO1
2	17	Develop a corporate branding strategy that integrates effective communication practices across all organizational levels.	K6	CO2
3	18	Distinguish Corporate Communication from Public Relations.	K4	CO3
4	19	Evaluate the future of corporate/public relations in the context of organizational communication and environmental changes.	K5	CO4
5	20	Analyze a recent PR case study involving a corporate crisis, such as a product recall or a public relations scandal.	K4	CO5

Z-Z-Z

END

TOTAL PAGES: 2
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PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

MEDIA, SOCIETY AND CULTURE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No	Question No.	Question	K Level	CO
1	1	Recall one category of non verbal communication. a) Speech b) Dialogue c) Words d) Gesture	K1	CO1
	2	Name the most effective type of communication. a) Mediated b) Mass c) Interpersonal d) Group	K2	CO1
2	3	Which of the following religions comprise of Thirthankaras? a) Islam b) Jainism c) Budhism d) Sikhism	K1	CO2
	4	Recall one feature of Asian Culture. a) Individualistic b) Collectivist c) Futuristic d) Invisible	K2	CO2
3	5	Mention the oldest language in the world. a) Greek b) Telugu c) Sanskrit d) Tamil	K1	CO3
	6	Who promulgated Advaita? a) Sushruta b) Mandana Mishra c) Ved Vyasa d) Agastya	K2	CO2
4	7	Name the chief architect of the report : Many Voices : One World. a) Sean Mc Bride b) Gramsci c) Ramachandra Guha d) Romila Thapar	K1	CO4
	8	What kind of communication is Email? a) Synchronous b) Asynchronous c) Simultaneous d) Redundant	K2	CO4
5	9	Who is associated with Mass Line Communication? a) Narendra Modi b) Charles Metcalfe c) Veer Savarkar d) Mahatma Gandhi	K1	CO5
	10	Name the person associated with Media and Technological Determinism. a) Mc Luhan b) Schiller c) Blumler d) Newman	K2	CO5

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SECTION – B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	COs
1	11.a.	Identify two forms of verbal communication and explain.	K3	CO1
	(OR)			
	11.b.	Apply the concept of collectivistic culture to contemporary Indian Society. Cite suitable examples.		CO1
2	12.a.	Identify the core tents of Islam.	K3	CO2
	(OR)			
	12.b.	Choose five salient features of Indian cultural heritage.		CO2
3	13.a.	Examine the five classifications of grammar by Chomsky.	K4	CO3
	(OR)			
	13.b.	Dissect Mandana Misra's concept of Mimansa.		CO3
4	14.a.	Analyse social media's impact on youth.	K4	CO4
	(OR)			
	14.b.	Compare new media features with traditional media.		CO4
5	15.a.	Interpret Mc Luhan's concept of Technological Determism and New Media environment.	K4	CO5
	(OR)			
	15.b.	Evaluate Mead's concept of self and social interaction.		CO5

SECTION –C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Differentiate between Western and Indian Models of Communication.	K4	CO2
2	17	Explain the similarities between Hinduism and Buddhist tenets.	K4	CO2
3	18	Discuss Panini's contribution to Sanskrit Grammar.	K4	CO3
4	19	Demonstrate Sun TV's impact on Society.	K4	CO4
5	20	Adapt cultural hegemony with reference to contemporary media.	K4	CO5

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

FILM STUDIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Who is known as the "father of cinema"? a) Dadasaheb Phalke b) Abdul Kalam c) Govind Phalke d) A.R Rahman	K1	CO1
	2	Define 'diegetic sound'. a) Dialogue b) Audio c) BGM d) Mixer	K2	CO1
2	3	What is film rate per second? a) fps b) fpps c) fds d) fsp	K1	CO1
	4	What is a "close-up" shot in film? a) Camera shot b) Camera angle c) Camera movement d) Camera details	K2	CO1
3	5	Who directed the film "Citizen Kane"? a) Oscar b) Orson Welles c) Phalke d) Heran	K1	CO1
	6	What is a 'jump cut'? a) Audio Editing b) Film Editing c) Dubbing d) Lighting	K2	CO1
4	7	What is the first stage of film production? a) Editing b) Production c) Pre Production d) Post Production	K1	CO1
	8	What is the final stage of film production? a) Post Production b) Production c) Pre Production d) SFX	K2	CO1
5	9	What is a storyboard? a) Pre visualization b) Digital Content c) Picture d) Screen Play techniques	K1	CO1
	10	What is a screenplay? a) Theatrical script b) Story board c) Content d) Concept	K2	CO1

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What is the significance of editing in film?	K3	CO5
	(OR)			
	11.b.	Explain the concept of “Diegetic” and “Non-diegetic” sound in cinema.		
2	12.a.	Define the term 'Auteur Theory' and its significance in film studies.	K3	CO5
	(OR)			
	12.b.	What is 'Film Noir' and list its main characteristics.		
3	13.a.	Explain the impact of sound design in enhancing a film's narrative.	K3	CO5
	(OR)			
	13.b.	Write a short note on Hollywood.		
4	14.a.	Explain the different types of camera shots.	K4	CO5
	(OR)			
	14.b.	Discuss the significance of Satyajit Ray in Indian cinema.		
5	15.a.	Describe the impact of regional cinema on Indian film-making.	K3	CO5
	(OR)			
	15.b.	Explain the main features of Indian parallel cinema.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the importance of miss-en-scène in shaping a film's narrative and visual storytelling.	K4	CO5
2	17	Examine the impact of digital technology on modern film making.	K4	CO5
3	18	Discuss the role of women in film, both behind and in front of the camera.	K4	CO4
4	19	Examine the social and cultural impact of Tamil cinema.	K4	CO5
5	20	Analyze the role of documentary films in shaping public opinion and raising awareness.	K4	CO4

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - JOURNALISM AND MASS COMMUNICATION

COMMUNICATION RESEARCH METHODS

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 MARKS)

Answer ALL questions

ALL questions carry EQUAL marks

(10x1= 10)

		K Level	CO
1	In the process of conducting research 'Formulation of Hypothesis' is followed by A. Statement of Objectives B. Analysis of Data C. Selection of Research Tools D. Data Collection	K1	CO1
2	_____ is a research approach that relies heavily on observation but can also incorporate a variety of (usually qualitative) methods. A. Empirical B. Theoretical C. Ethnography D. Readership	K2	CO1
3	Which of the following are sources for finding related literature? A. Print B. Electronic C. Verbal D. None of the above	K1	CO2
4	According to Maxwell (2013) in mixed methods research the word "design" has at least how many distinct meaning? A. One B. Two C. Three D. Four	K2	CO2
5	Which of these is disadvantage of quantitative research? A. Lack of context B. Hypothesis testing C. Large Sampling D. Direct comparisons	K1	CO3
6	What research method describes the characteristics of the population or phenomenon studied? A. Descriptive B. Theoretical C. Experimental D. Readership	K2	CO3
7	Which is NOT the approach of content analysis (qualitative research)? A. Conventional B. Directed C. Summative D. Validate	K1	CO4
8	_____ survey are those that are administered at just one point in time. A. Cross Sectional B. Trend C. Panel D. Cohort	K2	CO4
9	A research paper is a brief report of research work based on. A. Primary Data only B. Secondary Data only C. Both Primary and Secondary Data D. None of the above	K1	CO5
10	Mean, Median and Mode are : A. Measures of Deviation B. Ways of sampling C. Central Tendency measures D. None of these	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks

(5x7 = 35)

			K Level	CO
11	a)	Explain Review of Literature and its importance in research.	K4	CO1
		[OR]		
	b)	What is survey? Explain its types.	K4	CO1
12	a)	When to choose the Convergent Design?	K5	CO2
		[OR]		
	b)	Define Holistic. Elaborate the different types of holistic research.	K4	CO2
13	a)	Discuss the methods of tabulating data.	K4	CO3
		[OR]		
	b)	How will you quote an article, a book and online materials in your research report?	K5	CO3
14	a)	Differentiate between qualitative and quantitative methods to conduct research.	K5	CO4
		[OR]		
	b)	Define 'text' in communication research. How it is analysed? Explain with example.	K5	CO4
15	a)	Compare and contrast a structured and unstructured interview.	K6	CO5
		[OR]		
	b)	Describe the ethics in conducting research.	K6	CO5

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** marks

(3 × 10 = 30)

		K Level	CO
16	'Hypothesis is the first step to designing your research'. Bring out its importance with suitable illustrations.	K6	CO1
17	Explain fundamental research and applied research.	K5	CO2
18	Examine the relevance of content analysis. Prepare a proposal to analyse the COVID'19 issue in Tamil Nadu.	K4	CO3
19	What is sampling? What are the major types of sampling procedures you have studied? Describe any three of them in detail.	K5	CO4
20	Analyse the areas of research new media has lent itself to.	K4	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

MARKETING COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 Which among the below does marketing involve?
(i) creating value for customers (ii) selling products at the lowest price
(iii) increasing production efficiency (iv) minimizing customer feedback
- 2 Identify the focus of societal marketing concept.
(i) Maximizing short-term profits
(ii) Meeting the needs of customers while improving society's well-being
(iii) Producing more products at a lower cost
(iv) Achieving the highest sales volume possible
- 3 Which element is concerned with communicating and persuading customers to purchase a product, in the marketing mix?
(i) Product (ii) Price
(iii) Place (iv) Promotion
- 4 Which of the following is NOT considered a marketing objective?
(i) Market penetration (ii) Customer retention
(iii) Employee training (iv) Brand awareness
- 5 What does noise refer to in marketing communication?
(i) External factors that disrupt the message
(ii) The sound of advertisements
(iii) Clarity of the message
(iv) The feedback given by the receiver
- 6 Which of the following is NOT a component of the promotional mix?
(i) Advertising (ii) Personal selling
(iii) Pricing strategy (iv) Public relations
- 7 Which among the below do direct marketing channels include?
(i) Television ads (ii) Newspaper articles
(iii) Social media posts (iv) Email campaigns
- 8 Choose the one that involves social media marketing:
(i) Advertising through TV commercials
(ii) Promoting brands through digital channels like Facebook, Instagram, and Twitter
(iii) Selling products directly through retail stores
(iv) Using direct mail to communicate with customers

Cont...

- 9 Indicate one that best suits a company's penetration pricing strategy:
- (i) Charges a high price to recover production costs quickly
 - (ii) Enters the market with a low price to attract a large number of customers
 - (iii) Increases prices over time to create a perception of luxury
 - (iv) Offers discounts for bulk purchases
- 10 What is the primary objective of advertising?
- (i) Recruit new employees
 - (ii) Generate leads through personal selling
 - (iii) Inform, persuade, and remind customers about a product or service
 - (iv) Build personal relationships with customers

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Explain how marketing is different from selling.
OR
b Discuss the main objectives of marketing communication.
- 12 a Explain the concept of market segmentation in marketing research.
OR
b Analyze the main stages of consumer buying decision process.
- 13 a Evaluate the characteristics of personal selling.
OR
b Explain the components of promotional mix.
- 14 a Classify different categories of retailers.
OR
b Discuss the role of direct marketing in reaching global audiences.
- 15 a Discuss the objectives of pricing.
OR
b Classify types of advertising.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Elucidate the challenges and opportunities of marketing sustainable products in the global economy.
- 17 'Market segmentation and their bases are important for businesses,' justify.
- 18 Interpret the factors influencing consumer behaviour in a global market.
- 19 Evaluate various digital media strategies in marketing communication.
- 20 Analyse the ethical and moral issues in marketing communication.

Z-Z-Z

END