

MCJ (Affiliated Colleges)Degree Examination
First Semester Programme Course 1
Model Question Paper
PC 1 : Introduction to Communication

Time 3 Hours

Weightage: 30

I. Answer any Five of the following in not less than 50 words (weight 1 each)

1. Define Communication
2. Explain verbal and non verbal communications
3. Who is gatekeeper ?
4. What is media convergence
5. Define multimediality
6. SMCR Model
7. Blogging
8. Global village

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Explain the functions of an encoder in mediated communication
10. Examine the nature of interactive communication
11. Describe the circular model of communication with the help of diagram.
12. Critically examine the concept of “Medium is the message”
13. Discuss the 7cs of Communication
14. Detail the role of opinion leaders in communication
15. Describe Wilbur Schramm’s models for group communication and mass communication
16. What does mean by barriers of communication ?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Compare the Indian communication with western communication models?
18. Define mass media and explain its effects violence and obscenity
19. Deliver the process of communication and identify the elements involved.
20. Internet has changed the fate of global communication. Elucidate
21. How do you configure the place of social responsibility theory in a country like India? Elaborate your presentation.
22. Explain Marshall Mc Luhan and his contributions in Mass Communication?

First Semester Programme Course 1
Model Question Paper
PC 2: History and Development of Journalism

Time 3 Hours

Weightage: 30

I. Answer any Five of the following in not less than 50 words (weight 1 each)

1. Press council of India
2. James silk Buckingham
3. The Hindu
4. Doordarsan
5. F M Radio
6. Chanda Committee
7. UNI
8. PIB

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Describe early Journalism in Madras
10. Discuss the journalistic effects of Raja Ram Mohan Roy?
11. Describe National leaders and their contribution to media
12. Enumerate the major recommendations of the first press commission
13. Explain the history of Indian Broadcasting?
14. Write a brief note about B. G Varghese committee report ?
15. Explain the new trends in Malayalam journalism?
16. Write a brief note about the first Indian-owned newspaper?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Analyze the growth of Indian Press in the nineteenth century?
18. What are the features of Registrar of newspapers in India?
19. Assess the contribution of Christian missionaries to the growth of Journalism in India?
20. Describe the India's first newspaper and James silk Buckgham?
21. Critically evaluate the role of the Indian Press during the freedom movement?
22. Explain the growth and development of Malayalam Journalism?

MCJ (Affiliated Colleges) Degree Examination
Semester I Programme Course 1
Model Question Paper
PC 3 : Public Relations and Corporate Communication

Time 3 Hours

Weightage: 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. PR Campaigns
2. Grapevine Communication
3. Define PR
4. House Journals
5. PRSI
6. Song and drama division
7. Advantages of open house
8. Event Management

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. What is fact finding in PR research?
10. Define the concept of lobbying
11. Short notes on employee relations, customer relations and corporate films
12. Identify the plane of advertising in PR mix
13. Differentiate publicity and persuasion.
14. What are the responsibilities of PR professional?
15. What is PR counseling? How does it differ from internal PR Department?
16. Describe the aspects of organizing a media conference

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Prepare a blue print for an effective PR setup for a public sector bank in India
18. Explain PR ethics.
19. Analyze the status of corporate communication in India
20. How can use PR strategies to promote medical tourism in India?
21. Discuss the scope and relevance of PR in a developing country like India.?
22. What is house journal? Explain the role in maintaining good relationship in organization?

MCJ Affiliated Colleges) Degree Examination

Semester I Programme Course 1

Model Question Paper

PC 4

News Reporting

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. Page Three.
2. Sting Journalism
3. Paparazzi
4. Citizen journalism
5. Tabloidization
6. Pack journalism
7. Human interest stories
8. Special correspondents

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. How do you classify news?
10. List the source of news?
11. Explain the advantage of inverted pyramid style of news writing?
12. Follow up stories are as important as first day stories. Explain?
13. How do you cultivate news sources as a reporter?
14. What is cultural reporting?
15. Explain the need for in-depth stories?
16. What do you mean by beat? Elaborate some of the routine beats that a reporter should cover?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Explain the following terms:- a). Business news b). Election News c). Obituaries
- d). Crime stories
18. Explain the techniques of interviewing. Enumerate different types of interviews?
19. Elaborate the News values adopted by print and electronic media in the present era of competition?
20. Identify the qualities and duties of a good reporter?
21. What is a lead? Enumerate the different types of leads with examples?
22. Watergate scandal as triggered the path of investigative reporting to a great extent.
How and Why?

MCJ(Affiliated Colleges) Degree Examination

Semester II Programme Course 1

Model Question Paper

PC 5 : Media Management and Production

Time 3 Hours

Weightage: 30

I. Answer any Five of the following in not less than 50 words (weight 1 each)

1. Define media management
2. How do you differentiate between Management and administration?
3. What is Budgeting?
4. Describe about brand promotion?
5. RIND
6. What is partnership in Media?
7. Write a note on offset printing?
8. What is public service Broadcasting

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. What is screen Printing? Explain the process?
10. What do you understand by Inter-media competition?
11. Suggest remedies for the problems of small newspapers in your state?
12. What is Editor's Guild?
13. What are the sources of revenue for a newspaper?
14. Examine the issues before private television channels in India
15. What are the effects of trade unionism on the media profession?
16. How do you distinguish between Readership and circulation?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. What are the benefits of employee ownership of newspaper?
18. Explain the process of preparing a daily newspaper budget
19. Briefly describe the types of media ownership ? Explain its advantages and disadvantages?
20. what factors make newspaper management different from other business ?
21. Trace the history of Printing in India ?
22. What are the economic and administrative concerns of government owned electronic media?

MCJ (Affiliated Colleges) Degree Examination

Semester II Programme Course 1

Model Question Paper

PC 6 : Business Journalism

Time 3 Hours

Weightage: 30

I. Answer any Five of the following in not less than 50 words (weight 1 each)

1. Green revolution
2. NABARD
3. Population policy
4. BSE
5. SEBI
6. RBI
7. Brettonwood sisters
8. Bulls and Bears

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Explain the drawback of business journalism
10. Short note on Business line and Economic times
11. What is financial reporting?
12. What is balance of payment?
13. Examine the advantage of planned economy.
14. Briefly explain the role of public sector in Indian economy
15. What are the benefits of FDI to Indian Economy?
16. Discuss the New Economic Policy

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Enumerate the strength and weakness of Indian Economy
18. What is people's planning. Describe people's planning in India?
19. What factors have contributed for the growth of business journalism in India in recent times
20. Discuss the impact of ICT revolution on business journalism in India
21. Assess the prospects of business journalism in Kerala?
22. Explain the meaning and impact of LPG policies in India?

MCJ (Affiliated Colleges) Degree Examination

Semester II Programme course 7

Model Question Paper

PC 7 : Advertising Practice

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. What is Advertorial?
2. Explain, What is Marketing Mix?
3. What is outdoor Ad?
4. Analyze the role of boutique Advertising service?
5. Write the difference between display Ad and classified Ad ?
6. Define Advertising?
7. Explain, what is I SA?
8. Describe, about the business to business Ad?

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. What is DAGMAR Principles? Explain it?
10. What is Web Advertising? Explain the merits and demerits of web Advertising?
11. Explain the fundamentals of Advertisement layout and designs?
12. Discuss the social Aspects of Advertising ?
13. Elaborate the process of Media Planning in advertising Agency ?
14. What is Scheduling ?
15. What is AIDA ? How does it help in creating an Advertisement ?
16. List the salient features of the code of ethics adopted by ASCI ?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Critically Evaluate the commercials Appears in Malayalam television channels ?
18. Analyze the factors responsible for making television a powerful medium of Commercial Advertising?
19. Elaborate the Evolution of Advertising in India ?
20. Discuss Radio as an effective medium of Public service Advertising ?
21. Web Advertising has been registering a steady progress in recent times. Identify the reason for its Popularity?
22. What is the role of an advertising agency?

MCJ (Affiliated Colleges) Degree Examination

Semester II Programme Course 8

Model Question Paper

PC 8 : **Editing**

Time: 3 Hours

Weightage 30

I. Answer any Five of the following in not less than 50 words (Weight 1 each)

1. What is creative editing?
2. How do you integrate copy from different sources?
3. What is Computer Aided Design ?
4. What are the tools of editing ?
5. Explain the following
 - a) Inverted pyramid Head line
 - b) Pyramid Headline
6. What is style sheet? Explain its duties.
7. What are the functions of Readers' Editor?
8. What is cut line? What are the methods of cut line writing and cut line design ?

II Answer any Five of the following in not less than 100 words (weight 8)

9. Middle and humor are intertwined in modern newspapering-substantiates.
10. Explain the following in the context page make-up
 - a) Headlines
 - b) Text
 - c) Photos
 - c) Captions

11. Give 4 ways to design a single story with a single mug shot.
12. Write a short note on Mug shots, thumb-nails, feature photos and general news photos.
13. What are the three basic photo shapes ?
14. Write down the different methods in condensing a news story ?
15. Explain the terms with examples.
 - a) Kicker Head line
 - b) Reader – in Head lines
 - c) Side saddle headline
 - d) Raw-wrap headlines.
16. What are the qualities of a good sub editor?

III. Answer any Three of the following is not less than 250 words (weight 5 each)

17. what is an Editorial ? Explain the importance of editorials and their functions.
18. What are the basic guidelines for writing the Headlines?
19. Discuss the basic principles of editing news stories
20. Write an editorial not exceeding 350 words on the influence of media on the society.
21. Explain the News rooms setup of a medium sized daily
22. Describe the contemporary trends in Editing and Page layout?

MCJ Affiliated Colleges) Degree Examination

Semester III Programme Course 1

Model Question Paper

PC 9

Media Law and Ethics

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. Judicial activism
2. Contempt of court
3. Writ
4. IPC
5. Injection
6. Video piracy Act
7. Censorship
8. Cognizable case

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Discuss the ethical and legal issues involved in sting journalism?
10. Public criticism of judicial pronouncements will reinforce democracy making in civil societies. Discuss.
11. How far does the law respect the confidentiality of a journalist's source?
12. Discuss the main provision of press and Registration of Books Act 1867 ?
13. Elucidate the topical urgency for an adequate and enabled cyber law regime in India?
14. What are the stationery and non stationery function of the Press Registrar of India?
15. The Newspaper running is a business; it has got its own risks and is carried by various laws? What are the functions and liabilities of the printer and the publisher of a newspaper?
16. What are the Directive principles enumerated in the Indian constitution?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. How far does the Indian press follow the guidelines laid down by the press council?
18. What are the parliamentary privileges, enumerated in the Indian constitution?
19. Whether legal control measures are required for social media? Discuss. Give your suggestion to molding of vital provision in above law.
20. The dignity of the individual is ensured in the preamble of Indian Constitution. To what extent does the media follow this?
21. Public interest has to be safeguarded so is the private interest and right to privacy. Discuss.
22. Right to Information is a great boon to journalism. Narrate?

MCJ Affiliated Colleges) Degree Examination

Semester III Programme Course 1

Model Question Paper

PC 10

Health Communication

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. UNICEF
2. WHO
3. Pulse polio Immunization Campaign
4. Infant mortality rate
5. AIDS/HIV
6. NRHM
7. Role of primary Health centres
8. Reproductive child Health programme

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Establish the importance of population dynamics in National programme?
10. Establish the importance of health communication in India?
11. Critically examine the status of family planning programmes being implemented in India?
12. 'A Public private partnership in health care is essential in developing countries like India'
Explain?
13. Examine the feasibility of using New communication media for health communication?
14. Write on the ASHA programme as implemented in rural India?
15. What is source credibility in Health communication?
16. Examine opinion leader as change agents in health sector?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Assign a role for anganvadi workers in health communication?
18. Identify the Cultural elements to be considered in health communication?
19. Analyze the major obstacles to health communication campaign.
20. List the criteria for media selection in relation to cleanliness campaign in four city?
21. What is wellness? What is the importance of wellness in our society?
22. "Mother and Child care should be given top priority in health programmes" Comment?

MCJ Affiliated Colleges) Degree Examination

Semester III Programme Course 1

Model Question Paper

PC 11

Magazine Journalism

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. E-Zine
2. Mathrubhumi weekly
3. Inland Magazines
4. Feature syndicates
5. Page 3 Journalism
6. Info graphics
7. Cropping
8. Columns

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. To what extent do women's magazines in India highlight the real problems and needs of the target audience ?
10. Compare and contrast the content and layout of present day magazines with that of early years of its origins ?
11. A picture is worth thousand words comment on this statement with all examples from a magazine.
12. Discuss the elements that make a magazine visually appealing to readers.
13. Discuss the factors that contributed to the boom of special interest magazine
14. Fixing the target audience is a significant step before launching a magazine- Discuss ?
15. Prepare a content page of a political magazine in Kerala?
16. What is e-publishing?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. How do you plan a special issue of a news magazine ?
18. Discuss the planning aspect of a sport magazine
19. Explain the new trends in Cover designing?
20. As the editor of a youth magazine write an editorial about aggravating sensation in Media
21. In Kerala there is a sustainable growth of magazines amidst the electronic and visual boom. How do you account for this?
22. What is the future of magazines in Malayalam languages Explain?

MCJ (Affiliated Colleges) Degree Examination

Semester III Programme Course 1

Model Question Paper

PC 12 RADIO TV AND CINEMA

Time 3 Hours

Weightage: 30

I. Answer any five of the following in not less than 50 words (weightage 1 each)

1. What is the difference between linear Editing and Non linear Editing
2. What is narrowcasting?
3. Describe the significance of Radio bulletin in the present scenario?
4. What is storyboard?
5. Distinguish between;
a). Close-up and Extreme close-up b). Music and effects
6. What is PCR?
7. What is TAM?
8. Silent Era of world Cinema?

II Answer any five of the following in not less than 100 words (weight 2 each)

9. Detail the guidelines for writing for broadcast media?
10. Write a note on the structure of a TV studio?
11. What is Lighting? Explain the different type of lightings?
12. What is interview? Write about the different type of interview methods?
13. What should be the probable contents of a TV magazine programme?
14. As a producer how will you conduct a Television discussion?

15. Critically evaluate the contemporary Malayalam cinema?
16. Detail the steps in writing a proposal for a TV programme?

III Answer any three of the following in not less than 250 words (weight 5 each)

17. Explain the qualities of a broadcast journalist
18. Explain the various special effects used in TV programme?
19. What are the different mikes used in radio production
20. What are the various camera shots and camera movements used in TV and Cinema Production?
21. Prepare the script for a 3 minute documentary on the need for conserving water, resources?
22. What is OB? How can a producer organize an OB?

Semester IV Programme Course 1

Model Question Paper

PE 1

Communication for Development

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 1 each)

1. Write a short note on SITE
2. EDUSAT
3. Kudumbasree and Janasree
4. Development support Communication
5. KHEDA
6. Radio rural forms
7. Human Development Index
8. NREGP

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Critically evaluate the programmes of the channel victers.
10. differentiate between development and under development
11. Take a critical views of the role of new media for national development
12. Explain white revolution and its relevance to the development of nation
13. Critically evaluate people's plan
14. Explain the scope and limitations of communication by radio in development.
15. What is concept of Integrated Rural Development
16. Define development news and identity its characteristics.

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Explain dependency theory
- 18 Explain the role and strategy of traditional media in promoting development messages
19. Elaborate the concept of diffusion of innovation
20. Explain Gandhian Model of development and its relevance in the e-age
21. Critically evaluate the Kerala Model Development.
22. Critically evaluate the different development issues faced by Kerala?

MCJ (Affiliated Colleges) Degree Examination

Semester IV Programme Elective 2

Model Question Paper

PE 2 :Research Methods for Media

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weightage 7 each)

1. Content Analysis
2. Medium and mode
3. ANOVA
4. Karl Peurson's co-efficient of correlation
5. Hypothesis
6. Review of Literature
7. Reliability and Validity
8. Audience survey

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. Enumerate the different steps involved in content analysis?
10. Explain the various sources data collection in communication research?
11. Explain the parametric and non-parametric of significance?
12. Briefly explain the historical overview of communication research?
13. What are Mass Media effect studies?
14. Define field study?
15. Differentiate between qualitative and quantitative research in communication?
16. Briefly explain different steps in sampling design?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Explain and illustrate the procedure of selecting a sample?
18. Empirical research in India in particular creates on many problems that usually faced by researchers .
19. Briefly describe the different steps involved in a research process
20. A research Scholar has to work as a Judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff” discuss the statement Printing out the objectives of research.
21. Prepare a research synopsis about a field study.
22. Briefly explain the new trends in feature writing?

MCJ (Affiliated Colleges) Degree Examination

Semester IV Programme Course 1

Model Question Paper

PE 3 : New Media, Feature and Technical Writing

Time 3 Hours

Weightage : 30

I. Answer any Five of the following in not less than 50 words (weight 1 each)

1. What is digital divide?
2. Write about the basics of HTML?
3. Explain, digital convergence?
4. What are the elements of feature writing?
5. What is Information super highway?
6. Write about the visual representation?
7. Describe the difference between News Portal and web site?
8. What is investigative feature?

II Answer any Five of the following in not less than 100 words (weight 2 each)

9. What is the significance of technical writing
10. Write a profile on any one;
 - a. Zucker Berg
 - b. Barak Obama
 - c. Abdul Kalam
 - d. Malala Yuzaf zai
11. What is freelancing?
12. What are the qualities skills of a new media Journalist?
13. What is virtual reality? How does it help in Educational Sector?
14. How do you become a good online journalist? What are the methods for writing in online portals?

15. What are the basics of creative writing?
16. What is typography?

III Answer any Three of the following in not less than 250 words (weight 5 each)

17. Explain with examples the different types of leads used in feature?
18. Write a feature on your favorite columnist?
19. Describe about the information Technologies in India?
20. Describe the components of Technical writing and justify their utility?
21. Is feature writing a creative effort? Detail the elements of effective feature Writing?
22. Explain the new trends in Feature writing?