

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3E 02—TECHNICAL WRITING AND DOCUMENTATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

I. Write any *four* of the following questions. Each question carries 2 weightage :

- 1 Interpersonal skills.
- 2 White space.
- 3 Graphical User Interface.
- 4 Mind Mapping.
- 5 Header and footer.
- 6 Jargon rules.
- 7 XML.

(4 × 2 = 8 weightage)

II. Write any *four* short essays. Each question carries 3 weightage :

- 8 What are the essential skills required to become a successful technical writer ?
- 9 Briefly explain the advantages of online publishing.

**Turn over**

- 10 Prepare a resume to apply for the post of technical communicator in an MNC.
- 11 What are the contents of documentation plan ?
- 12 Explain the steps in the 'planning stage' of a project.
- 13 Give a brief note on the various publishing tools used for technical documentation.
- 14 What are the steps followed in the iterative/spiral method in software development ?

(4 × 2 = 8 weightage)

III. Write any *two* long essays. Each question carries 5 weightage :

- 15 What are the various types of technical documents ?
- 16 "Technical editing is an art and craft". Elaborate.
- 17 Give a detailed account of the structure of a user manual.
- 18 What is team culture ? How does a technical writer develop team culture ?

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3E 01—DOCUMENTARY FILM PRODUCTION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

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**Section A**

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- 1 Compilation film.
- 2 Observational documentary.
- 3 White balance.
- 4 Drifters.
- 5 Curtain shots.
- 6 IDSFFK.
- 7 Dissolve.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 What is Cinema Verite ? Briefly explain.
- 9 What is Michael Moore style in documentary making ?

**Turn over**

- 10 Explain the contributions of Grierson to documentary films.
- 11 The role of a good interviewer is to put your subject at ease and invite him/her into a dialogue'. Discuss.
- 12 Why is research important in documentary making ?
- 13 How do you differentiate between exposition shots and wrap up shots ?
- 14 Explain the differences between Poetic Documentary and Essayistic Documentary.

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 What all functions documentary media serve in society other than just providing information ?
- 16 Explain various genres of documentary film.
- 17 "The notion of objectivity long associated with documentary media is a myth." Discuss.
- 18 Write a detailed appreciation on any of the documentary films that you have recently watched.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 04—MEDIA MANAGEMENT AND ENTREPRENEURSHIP

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

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**Part I**

I. Write short notes on any *four* of the following. Each question carries 2 weightage :

- |                       |                      |
|-----------------------|----------------------|
| 1 Media conglomerate. | 2 Digital marketing. |
| 3 Philip Kotler.      | 4 Crisis management. |
| 5 Venture Capital.    | 6 Target audience.   |
| 7 TAM.                |                      |

(4 × 2 = 8 weightage)

**Part II**

II. Write short essays on any *four* of the following. Each answer carries 3 weightage.

- 8 What are the trends in broadcasting management ?
- 9 Explain monopoly in news media.

**Turn over**

- 10 Briefly describe the different steps in formulating media strategy.
- 11 Substantiate the requirement for coordinating various functions in an electronic media house and their challenges.
- 12 What are the marketing techniques employed in media to increase the reach and viewership.
- 13 The editorial policy of a newspaper may get influenced by policies of management. Evaluate.
- 14 Critically examine the role of Foreign Direct Investment (FDI) in media industry in India ?

(4 × 3 = 12 weightage)

### Part III

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 Discuss the principles of management applicable to media organizations. State the reasons for considering such principles.
- 16 What are the various ways of cutting cost and enhancing revenue in a newspaper organization during COVID-19 ?
- 17 What are the management functions in digital media industry in India ? Briefly describe the challenges for managing different online portals ?
- 18 Discuss the qualities of human resource manager in a media organization. State the need for and importance of motivation in a media organization.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 03—ONLINE JOURNALISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

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**Section A**

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- 1 UI (User Interface).
- 2 Java.
- 3 Joomla.
- 4 UGC.
- 5 Adsense.
- 6 Web 2.0.
- 7 Social Marketing Optimization (SMO).

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 Bring out the differences between an e-edition and web-edition of a newspaper of your choice.
- 9 How do social media support a journalist in his/her job ?

**Turn over**

- 10 Discuss in brief about the principles, limitations and new trends in online reporting.
- 11 What is SEO and how does it help us in online journalism ? How can online writers optimize their readership using SEO ?
- 12 Briefly explain four types of online advertisements of your choice.
- 13 Write short notes on data mashing and data visualization.
- 14 Briefly explain the following : RSS and LinkedIn.

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 Define online journalism and trace its origin and development, especially its expansion during the COVID 19 pandemic.
- 16 Assess how the social, cultural, economic and religious perspectives impact the way journalists report and present information in an Internet-based journalistic practice with the help of suitable case studies.
- 17 'No product is made today, no person moves today, nothing is collected, analysed or communicated without some digital technology being an integral part of it.' Discuss the statement in the context of mobile journalism.
- 18 Critically examine the new WhatsApp privacy policy and the related controversy as a news sharing platform.

(2 × 5 = 10 weightage)



**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 02—PUBLIC RELATIONS AND CORPORATE COMMUNICATION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

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I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- 1 Edward Bernays.
- 2 PR Consultants.
- 3 Lobbying.
- 4 Social auditing.
- 5 IPRA.
- 6 Corporate think tanks.
- 7 Spin doctors.

(4 × 2 = 8 weightage)

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 Analyse the important functions of Public Relations.
- 9 Who are external publics ? Describe the external publics of an educational institution.

**Turn over**

- 10 Analyse the difference between Public Relations and Corporate Communication.
- 11 Examine the important principles of effective communication.
- 12 Elaborate the PRSI code of ethics.
- 13 Define corporate branding. How do we build and maintain a corporate brand ?
- 14 Define target audience. Who are the target audience of a PR campaign on safe driving ?

(4 × 3 = 12 weightage)

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 'A tweet in time can avert a corporate crisis.' —Discuss the scope and reach of online tools in corporate communication.
- 16 Assess the measures to evaluate the effectiveness of corporate communication strategies.
- 17 What is organisational communication ? Explain with appropriate examples the important types of communication in an organisation.
- 18 Prepare a PR campaign on behalf of the University of Calicut for making the campus disabled friendly.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Journalism and Mass Communication

MCJ 3C 01—COMMUNICATION RESEARCH

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

1. *In cases where choices are provided, students can attend all questions in each section.*
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4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

**Section A**

I. Write short notes on any *four* of the following. Each answer carries 2 weightage :

- 1 Scientific research.
- 2 Paradigm.
- 3 Operational definition.
- 4 APA style.
- 5 Plagiarism.
- 6 Chi square test.
- 7 Likert Scale.

(4 × 2 = 8 weightage)

**Section B**

II. Write short essays on any *four* of the following. Each answer carries 3 weightage :

- 8 Define Theory. What is function of theoretical framework in a study ?
- 9 Explain the purpose and process of literature review in mass media research.

**Turn over**

- 10 What is content analysis ? Is it sufficient to have proper conclusion of a study ?
- 11 Write a brief research proposal on the theme 'Gate Keeping'.
- 12 Write a brief note on sampling methods.
- 13 What is reliability and validity of data ?
- 14 Suggest a methodology for doing research based on 'framing of media'.

(4 × 3 = 12 weightage)

### Section C

III. Write long essays on any *two* of the following. Each answer carries 5 weightage :

- 15 What is triangulation method ? Explain the rationale for using this method in mass media research.
- 16 Distinguish between qualitative and quantitative research methods.
- 17 Explain the steps in preparing a research questionnaire. Write statements in an appropriate measurement scale to elicit information on audience perception towards gender stereotyping in television and films.
- 18 Explain the ethical aspects of Mass Media Research. What are the ways to ensure adherence to ethical practices in research ?

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2021**

(CUCSS)

Journalism and Mass Communication

MCJ 3C 13—COMMUNICATION RESEARCH

(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 36 Weightage

*Answer Question 1 and four others.*

**Part A**

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

- a) Longitudinal survey.
- b) Field experiment.
- c) Likert scale.
- d) Participant observation.
- e) Normal curve.
- f) Ex post facto research.
- g) Pre testing and post testing.
- h) Sampling error.

(6 × 2 = 12 weightage)

**Part B**

*Answer any four questions.*

*Each question carries 6 weightage.*

2. What is the scope of experimental research in mass communication? Differentiate between laboratory and field experiments.
3. Trace the development of mass media research by highlighting the important milestones in media research.

**Turn over**

4. Find the mean, median and mode of the following data :  
11, 19, 15, 9, 17, 13, 8, 19, 12, 14.
5. Elaborate the steps in content analysis study.
6. What are the various sampling methods ? Describe their comparative advantages and disadvantages.
7. What is focus group interview ? What are its scope and application in mass communication research ?
8. Explain the qualities of a good questionnaire. Prepare a questionnaire to assess the viewership of films on television, mobile phones and in theatres.
9. 'Good research leads to theory building.' Elaborate the process of theory building in mass media research.

(4 × 6 = 24 marks)

**THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

M.C.J.

MCJ 3E 02—TECHNICAL WRITING AND DOCUMENTATION

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Abstract.
- b) Jargon.
- c) Hardcopy.
- d) Style Guide.
- e) Typography.
- f) Archives.
- g) Technical Writing.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) Purpose of technical communication.
- b) Qualification of technical writers.
- c) User Manual.
- d) Copy Fitting.
- e) Content Editor.
- f) Information Design.
- g) Visual design.

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Discuss the three stages of technical writing in detail.
- b) Outline the structure of Technical Proposal.
- c) Explain how and when to include visuals in a report.
- d) Write a technical description on any *one* of the following :—
  - (i) Smart Phone.
  - (ii) Digital Clock.
  - (iii) Google Photos.

(2 × 12 = 24 marks)



**THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

M.C.J.

MCJ 3C 03—ON-LINE JOURNALISM

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each question carries 4 marks :

- (a) On-line Surveys.
- (b) Google Analytics.
- (c) Evergreen content.
- (d) Crowd sourcing.
- (e) Content Management System.
- (f) Website Promo.
- (g) jQuery.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each question carries 8 marks :

- a) News Aggregation.
- b) Information architecture.
- c) Tools for news gathering.
- d) Application programming interface.
- e) Podcast and audio slide shows..
- f) Online news curation.
- g) Website development and maintenance.

(5 × 8 = 40 marks)

III. Write essays on any *two* of the following. Each question carries 12 marks :

- (a) Discuss the principles and styles of writing for the web.
- (b) Analyze critically the online edition of a newspaper you read regularly.
- (c) What are the legal and ethical issues relating to online content which have become controversial in recent years.
- (d) Elucidate the origin and development of online journalism in India.

(2 × 12 = 24 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

**THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021****(CCSS)****M.C.J.****MCJ 3C 02—PUBLIC RELATIONS AND CORPORATE COMMUNICATION****(2019 Admissions)****Time : Three Hours****Maximum : 80 Marks****Part I**

*Answer any four questions.  
Each question carries 4 marks.*

- a) Corporate Identity.
- b) House Journal.
- c) Social Auditing.
- d) CSR.
- e) Campaign.
- f) DAVP.
- g) Press Conference.

**(4 × 4 = 16 marks)****Part II**

*Answer any five questions.  
Each question carries 8 marks.*

- a) Discuss the role of PRO in an organisation.
- b) Explain the relevance of marketing research in PR.
- c) Effective communication with employees is essential for the success of PR activities. How is it ensured ?
- d) Explain the essential qualities required for PRO.

**Turn over**

- e) What is PR counselling ? Explain the advantages and disadvantages of internal and external PR counselling.
- f) Why PR are considered as deliberate or planned activity.
- g) Distinguish between PR and Advertising.

(5 × 8 = 40 marks)

### Part III

*Answer any two questions.*

*Each question carries 12 marks.*

- a) What are the stages of PR campaigning ?
- b) Citing examples, explain how corporate communication can enhance the reputation of a company.
- c) Explain with examples how effectively new media tools are used for corporate communication.
- d) Trace the evolution of modern PR.

(2 × 12 = 24 marks)

**THIRD SEMESTER P.G. DEGREE EXAMINATION, NOVEMBER 2021**

(CCSS)

M.C.J.

MCJ 3C 01—COMMUNICATION RESEARCH

(2019 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Write short notes on any *four* of the following. Each answer carries 4 marks :

- a) Highlight the differences between Nominal and Ordinal Scale with example.
- b) Differentiate between null hypothesis and alternative hypothesis.
- c) What is the difference between Research methods and Research methodology ?
- d) Explain simple random and stratified random sampling with suitable examples.
- e) Explain the different types of variables in a research.
- f) Discuss the secondary sources of data collection.
- g) Distinguish between Population and Sample.

(4 × 4 = 16 marks)

II. Write short essays on any *five* of the following. Each answer carries 8 marks :

- a) What is meant by a research problem ? Explain how is it selected and formulated.
- b) Explain the significance of Review of Literature in research. List the points to be kept in mind while carrying out literature reviews.
- c) Discuss interview as a technique of data collection. Mention its merits and limitations.
- d) What are the different scaling techniques ? Discuss with examples.
- e) Explain the various methods of data collection and examine its relative merits.
- f) Difference between probability and non-probability sampling.
- g) What characteristics of a good hypothesis ?

(5 × 8 = 40 marks)

**Turn over**

III. Write long essays on any *two* of the following. Each answer carries 12 marks :

- a) Discuss the need and objectives of research. Also explain the various steps involved in the research process.
- b) Give your understanding of a good research design. Is single research design suitable in all research studies ? If not, why ?
- c) What is data ? What importance they have in Statistical analysis and Mass Communication Research?
- d) What is Research ? Define the Mass Communication research and discuss about its nature. Explain different problems in communication research with suitable examples.

(2 × 12 = 24 marks)

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