

FOURTH SEMESTER B.A. DEGREE EXAMINATION, APRIL 201

(CUCBCSS—UG)

Complementary Course**JOU 3C 01 / JOU 4C 01—HISTORY OF MASS MEDIA AND CORPORATE COMMUNICATION AND ADVERTISING**: **Three** Hours

Maximum :

Section A*Answer **all** the following from Part I and Part II.*

PART I

Press Council of India was formed as per the recommendation of the _____

_____ was published by Raja Ram Mohan Roy.

Name the most popular publication of Mahatma Gandhi.

_____ is the second largest circulated newspaper in Malayalam

Bengal Gazette was published in the year _____

Name the first 24 x 7 Malayalam news channel.

(6 x 1/2 =

PART II

- . Directorate of Advertising and Visual Publicity (DAVP) is headquartered in _____
- . A memorable short tune with a lyric broadcast in radio and television comm called a _____
- _____ is a **micro-blogging** social media network.
- . Expand CSR.
- . One to one communication between sellers and prospective buyers is _____
- . House journal is an _____ tool for the PR practitioner.

Section B*Answer any **five** from each Part in not more than 30 words.*

PART I

- . Friend of **India**.
- . **J C Daniel**.
- . **INS**.

im Ki-duck.

igital media.

evji Bhimji.

(5 x 2 = 10 n

PART II

)go.

aption.

ut of home ads.

lvertorial.

ozoo.

rade name.

(5 x 2 = 10 n

Section C

Answer any **three** from each Part in not more than 100 words.

PART I

amine the contributions of Raja Ram Mohan Roy.

hat is the role of the Press Council of India to take the erring journalists to task ?

-ace the history of **Doordarshan**. Assess its present status.

hat do you think of the new generation movies in Malayalam ?

(3 x 5 = 15 n

PART II

analyse the basic principles of copywriting.

iscuss the scope and challenges of **cyber** media as an effective tool for public relations and **cor**
mmunication practitioners.

xamine the various external tools of PR.

;secs the role of **ASCI** in self-regulating advertising in India.

(3 x 5 = 15 n

Section D

*Write an essay on any **one** from each Part in not more than 300 words.*

PART I

Discuss the journalistic endeavours of Swadeshabhimani Ramakrishna Pilla.

What is new media? Explain its scope and challenges as means of information and entertainment.

(1 x 12=12]

PART II

Define corporate communication. Explain in detail the concept 'corporate identity'?

Critically examine the functions of advertising.

(1 x 12 = 12