

(b) Describe the various problems associated with cinema production.

12. (a) List the negative impact of the internet.

(OR)

(b) List the various search engines and describe how to use them for searching required information.

13. (a) Discuss the role of public relations in the corporate world.

(OR)

(b) What are the different media of advertising ?

Register Number :

Name of the Candidate :

1 1 0 3

B.A. DEGREE EXAMINATION, 2011

(ENGLISH AND COMMUNICATION)

(THIRD YEAR)

(PART - III)

(PAPER - IX)

740. MASS COMMUNICATION MEDIA

May]

[Time : 3 Hours

Maximum : 100 Marks

SECTION - A (5 × 8=40)

Answer any FIVE questions.

All questions carry equal marks.

1. (a) Write a note on women's magazine.

(b) Define journalism.

2. (a) Write a note on regional newspapers.

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- (b) Explain the importance of layout and design in a newspaper.
3. (a) What are the different types of radio programmes broadcast for different sections of the society ?
- (b) How are radio programmes transmitted and received ?
4. (a) How do the private TV channels compete with each other to attract the viewers ?
- (b) How do the international TV channels differ from the local TV channels in the terms of content and quality of the programmes ?
5. (a) Cinema can be used as a powerful medium.- Comment.
- (b) What are the current trends in cinema ?
6. (a) How is TV used as a medium of mass communication ?
- (b) Describe the different types of TV programmes for various section of viewers.
7. (a) Internet has changed the way people communicate. - Comment.

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- (b) Write about the social networking sites.
8. (a) What are the recent trends in advertising in India ?
- (b) What are the tools of public relations ?

SECTION - B (3×20=60)

Answer any THREE questions.

All questions carry equal marks.

9. (a) Print media as a popular medium of mass communication.

(OR)

- (b) Newspaper and magazines can create public opinion on vital issues. - Comment.

10. (a) The popularity of FM radio programmes among youngsters.

(OR)

- (b) Radio programmes are aimed at farmers and the rural people.- Elucidate.

11. (a) Trace the growth of films.

(OR)

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