

(201JM21)

M.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

Journalism and Mass Communication

PUBLIC RELATIONS

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) Explain basic elements of Public Relations.

Or

- (b) Discuss the concepts of Public Relations.

2. (a) Write about Public Relations campaign process.

Or

- (b) Explain about advertising and lobbying.

3. (a) How do you plan for a PR campaign?

Or

- (b) Explain the functions of govt. PR organisation.

4. (a) Discuss the importance of media selection in PR.

Or

- (b) Explain the tools of Public Relations.

5. (a) Discuss about the evolution of Public Relations.

Or

- (b) Explain the role of PRSI in promoting Public Relations.

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M.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

Journalism and Mass Communication

EDITING AND COMPUTER APPLICATION

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Explain about a news room set-up in a Newspaper.
Or
(b) Discuss the functions of editorial department.
 2. (a) What is a style book? Discuss its importance.
Or
(b) Explain various types of headlines.
 3. (a) Write about copy editing techniques.
Or
(b) Discuss about edit page design.
 4. (a) Write about use of photographs in news stories.
Or
(b) Discuss ethical aspects of editing.
 5. (a) Discuss the techniques of Magazine production.
Or
(b) Explain about page make-up and design.
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Second Semester

Journalism and Mass Communication

RADIO BROADCASTING

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) What are the objectives of radio?

Or

- (b) Write about special evidence programmes.

2. (a) Discuss about stages in Radio production.

Or

- (b) What are the principle of radio script writing?

3. (a) Explain about the functions of News Service Division.

Or

- (b) Discuss the recommendations of A.K. Chanda Committee.

4. (a) Write about Radio Crew and their duties.

Or

- (b) What are the responsibilities of a Programme Executive?

5. (a) What are the objectives of community radio station?

Or

- (b) Explain emerging trends in Radio Broadcasting.

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M.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

Journalism and Mass Communication

FILM COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer ALL the questions.

All questions carry equal marks.

1. (a) Discuss about popular cinema in India.

Or

- (b) Write about various types of films.

2. (a) Discuss about Justice Khosla Committee report.

Or

- (b) Explain problems and issues of regional cinema.

3. (a) Discuss about pre-production stages of film making.

Or

- (b) Explain emerging trends in film production.

4. (a) Write the principles of script writing.

Or

- (b) Discuss the role of creativity in film making.

5. (a) Write about new trends in film reviews.

Or

- (b) Discuss the role of film societies in promoting good cinema.
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