

MASS COMMUNICATION SCIENCE

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

Each question carries 4 marks.

1. State the elements of communication.
2. Give the meaning of the term computer.
3. Write a brief note on agenda setting.
4. What do you mean by group media?
5. Mention any two uses of newspaper.
6. Define mass communication.
7. How would you understand audience?
8. State any two functions of directorate of field Publicity.
9. What is meant by electronic newspaper?
10. Give the meaning of audio visual media.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each question carries 15 marks.

11. Describe the functions of mass media.
 12. Summarise the effects of mass communication.
 13. Classify media with illustration.
 14. 'Media is a source of Knowledge' - Comment.
 15. Explain briefly the theories of mass communication.
 16. Trace the historical perspectives of press in India.
 17. Bring out the relationship between ethics and social responsibility.
 18. Discuss in detail the influence of information technology on mass communication.
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PUBLIC RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL the questions.

Each question carries 4 marks.

1. What is Public Relations?
2. State the four elements in Public Relations.
3. List out the traits of PRO.
4. Write the meaning of verbal and non-verbal communication.
5. What is meant by 'Public Opinion'?
6. Describe the role of employees' in communication.
7. List out the objectives of shareholder relations.
8. Enumerate the basics of good manufacturer-dealer relations.
9. What are the benefits of community relations?
10. Define 'Consumer Relations Programme'. State its objectives.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each question carries 15 marks.

11. "Public relations as free advertising". Discuss.
12. Bring out the evolution of public relations in India.
13. Discuss the importance of public relations in the educational institutions.
14. Define 'Propaganda'. Discuss its techniques.
15. What is shareholder communication? Discuss its fundamentals.
16. Write the meaning of 'supplier relations programme'. Explain its objectives.
17. What do you understand by community relations survey? How is it conducted?
18. Define 'communication progress'. Explain in detail the various steps in the communication process.

**RESEARCH ON MARKETING, ADVERTISING AND
PUBLIC RELATIONS**

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL the questions.

Each question carries 4 marks.

1. What are product publicity tasks?
2. State the various integrated creative strategies.
3. Define 'Market Research'.
4. List out the features of Likert's Scaling Techniques.
5. Write the significance of 'Research Design'.
6. Enumerate the sources of 'Product Research'.
7. Write a note on 'PR Audit'.
8. Narrate the various types of advertising.
9. What are the conditions of advertising in India.
10. Define 'Public Relations'.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each question carries 15 marks.

11. What do you understand by Integrated marketing communication? Explain its nature and scope.
12. What is sales promotion? What is its role? Comment on its role in India.
13. "Communication Explosion is an aid to the process of liberalisation". Discuss.
14. Define sampling. Explain the various types of probability sampling methods.
15. Discuss the various performance tests of advertisements.
16. Explain the role of advertisement in perfect and imperfect competitions.
17. What is meant by 'cost benefit analysis in advertisement'? How is it measured?
18. What are the types of publicity? Explain their uses.

