

MASS COMMUNICATION SCIENCE

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

1. Explain the term 'Surveillance Correlation' and 'Socialization'.
2. What are the steps involved in the process of mass communication?
3. What do you mean by 'Agenda setting' and 'Inculcation effect'?
4. What are the advantages of using wall posters as mass medium?
5. Write a note on House Journals.
6. Explain the importance of understanding audiences.
7. What are the factors that contribute to individual differences?
8. Write a note on Satellite Televisions.

9. What are the advantages of Internet?
10. What are the features of multi-media?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

11. Explain the role of Mass communication as a sources of information.
 12. Explain the steps involved in the process of mass communication.
 13. Explain the influence of mass communication on culture.
 14. Explain the evolution of Broad casting in India.
 15. Outline the current scenario of Indian Film Industry.
 16. Explain the role of Directorate of Field publicity in the betterment of Mass communication.
 17. Outline the need of social responsibility for media.
 18. Explain the impact of Information Technology on Mass Communication.
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PUBLIC RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. Explain the scope of public relation.
2. What are the functions of public relation officer?
3. Write a note on publication relations in Hospitals.
4. Why international communication is emphasis in the recent days?
5. How will you measure the public opinion?
6. What are personnel policies?
7. What are the objectives of dealer relation?
8. Explain supplier relation.
9. Examine the significance of consumer relation.
10. What are the basic publics?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. Describe the role of public relation in the functioning of an organisation.
12. Explain the relationship between public relations and advertising.
13. How will you build a perfect public relations programme?
14. Discuss the special advantages of employing an house public relation officer.
15. Explain the important tools of public relation.
16. Explain in what way Human Resource Development helps in maintaining good public relation.
17. Discuss the various objectives and policies of community relations.
18. As a PRO draw a consumer relation programme for your organisation.

**RESEARCH ON MARKETING ADVERTISING AND
PUBLIC RELATIONS**

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 4 = 40 marks)**Answer ALL questions.****All questions carry equal marks.**

1. Explain the role of marketing communication in modern business.
2. What are buying motives?
3. State the role of public relation in marketing.
4. What are the methods of data collection?
5. Distinguish between questionnaire and schedule.
6. Examine the merits of TV commercial test.
7. How will measure the perception of an individual?
8. Explain the role of advertisement in social and economic changes.

