

MASS COMMUNICATION SCIENCE

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Time : Three hours

Maximum : 100 marks

## PART A — (10 × 4 = 40 marks)

Answer ALL the questions.

1. How does mass communication act as a source of information?
2. Explain the term 'Watch dogging'.
3. How is computer helpful in mass communication?
4. Explain the role of perception in mass communication.
5. How is Newsletter used as an effective mass medium?
6. What are the elements of mass communication?
7. Explain the social influence theory of mass communication.
8. What are the merits of Audio Visual Media?

9. What are the important functions of Indian Institute of mass communication?
10. How is E-mail facility helpful in mass communication?

## PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

11. Explain the steps involved in the mass communication process.
12. Explain the effects of mass communication on the audience.
13. Explain the various types of mass media.
14. Explain the influence of mass communication on culture.
15. Explain the evolution of the print media in India.
16. Explain the challenges and issues that are encountered by the Indian Radio.
17. Describe the role of government in media organisations.
18. Explain the various ethical issues involved in Television telecasts.

PUBLIC RELATIONS MANAGEMENT

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Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. What are the elements of public relations?
2. Explain public relations as “Fner” advertising.
3. Write a note on evolution of public relations in India.
4. What are the duties of public relation officer?
5. Explain the status of public relations in educational institution.
6. What is meant by public opinion?
7. Explain the life cycle of public issue.
8. What are the objectives of share holders relations?

9. What are the basic requirements for effective share holders relations?
10. What are the benefits of community relations?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. Describe the role of public relations in the development of an organisation.
12. How will you build a perfect public relations programme?
13. How should the in-house public relation officer be positioned in the management structure of an organisation?
14. Write an essay on future public relation in India.
15. Explain the functions of issue management.
16. Discuss the various responsibilities of consumer relations.
17. Describe the basics of good employee relations.
18. Explain the objectives and policies of Dealer relations.

