

MASS COMMUNICATION SCIENCE

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. Explain the significance of mass communication.
2. Discuss the process of mass communication.
3. Examine the usages of computer in mass communication.
4. What is selective exposure?
5. What are the merits of print media?
6. What are the elements of mass communication?
7. Write a note on the development of F.M. Radio in India.

(8)

P.G.D in  
public relations dept (8)

8. What are the functions directorate of field publicity?
9. Distinguish between Advertising and Public relations.
10. Explain the application of Electronic Newspaper.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. "Mass communication plays a vital role in modern Business development" – Explain.
12. Describe the evolution of mass communication in India.
13. How will you measure the effects of mass communication?
14. Explain the different types of mass media along with its merits and demerits.
15. Explain the four theories of the press.

16. Write an essay on the recent development in the Television industry in India.
17. Describe the functions of Film Certification Board.
18. Discuss the ethics and social responsibilities of media.

## PUBLIC RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. What is Public Relation?
2. What are the common misconceptions about Public Relations?
3. Explain the different traits of public relation officer.
4. Who are internal and external public of an organisation?
5. What is globalization?
6. Explain the communication process.
7. What are the personnel policies?
8. What are the objectives of distribution?

9. What is community relation?

10. What are the responsibilities of consumer relations?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. "Public relation plays a vital role in the image building of an organisation in the society" – Explain.

12. Write an essay on the development of Public Relations in India.

13. Explain the good qualities and functions of a Public Relation Officer.

14. Describe the process of creating public relation in hospital and education institutions.

15. Explain how globalization and liberalization affects Public Relation.

16. As you are a Public Relation Officer of a Limited Company draw a community relations programme to be implemented in your organisation?

17. Explain the different objectives of a good consumer relations programme.

18. Discuss the important steps in Supplier Research.



