

MASS COMMUNICATION SCIENCE

Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL the questions.

1. How are media classified?
2. What are the advantages of Wall Painting?
3. What are the features of House Journals?
4. How are symbols used for effective Communication?
5. What are the merits of Print Media?
6. Write a note on Agenda setting theory.
7. Explain the features of Radio Commercials.

8. What are the functions of the Film Certification Board?

9. Explain the importance of public relations.

10. What are the features of Electronic Newspaper?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

11. Describe the functions of Mass Media.

12. Outline the evolution of Mass Communication.

13. Explain the merits and demerits of Print Media.

14. Explain the influence of Mass Communication on Culture.

15. Critically analyse the structure of Contemporary Newspapers.

16. Explain the strengths and weaknesses of Contemporary Radio.

17. Explain the various ethical issues involved in Advertising.

18. Describe the impact of Information Technology on Mass Communication.

PUBLIC RELATIONS MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. What is public relations?
2. Write a note on development of public relation in India.
3. What are the types of publics?
4. Explain the significance of public opinion.
5. What are the elements of issue management?
6. What are the basics of good employee relation?
7. State the objectives of share holders relation?
8. Examine the importance of mass communication.

9. What are the benefits of community relations?

10. Who are consumer publics?

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. Describe the various elements of public relations.

12. What are the good qualities of an efficient public relation officer?

13. Write an essay on public relations in service industry.

14. "Public relation act as communication between internal and external people of an organisation" – Discuss.

15. Explain five special uses of public relation consultancies.

16. Draw a chart to demonstrate the public relations transfer process.

17. Describe the relationship between public relations and advertising.

18. Explain the importance of supplier relations with reference to Indian industries.
