

MAY 2006

Paper I - INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR questions in about 2 pages each.

1. What are the basic elements of Communication?
2. How do human relationships determine the exchange of information?
3. What is mass communication? How does one directional flow happen on a large scale?
4. Explain the relationship between selective retention and selective expression.
5. Write a note on different types of meanings.
6. Show that the film is a popular medium.
7. Explain that mass audience is an aggregate of heterogeneous tastes.
8. What is meant by mass culture?

PART B - (3 x 20 = 60 marks)

Answer any THREE questions in about 4 pages each.

9. Choose any two-communication models and explain them.
10. Elucidate the concepts of Proxemics and Kinesics.
11. Explain Marshal McClellan's and Wilbur Schramm's media classification.
12. Write an essay examining how mass culture has been commercialized.
13. Write an essay on the advantages of computer based media.
14. Discuss the psychological aspects of speech communication.

MAY 2006 Paper II - COMMUNICATION THEORIES

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks) Answer any FOUR in about 2 pages.

1. What are the fundamental attributes of the communication process?
2. What is social influence theory?
3. What is electronic colonialism?
4. How is media manipulated by the state?
5. Discuss the libertarian theory of the press.
6. Explain cultural norms theory.
7. Discuss the theory of sahridaya and its implications.
8. Why are the communication theories of advanced countries not applicable to third world countries?

PART B - (3 x 20 = 60 marks)

Answer any THREE in about 5 pages.

9. How are communication models useful in analyzing media? Exemplify taking anyone model of communication.
10. Discuss about news values.
11. How has a recent advance in Information Technology affected communication world over?
12. What is democratic-participant theory?
13. Discuss media in relation to amplification of deviance.
14. Discuss the various stages involved in the formation of public opinion.

MAY 2006 Paper III - COMMUNICATION TECHNOLOGY

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR of the following.

1. Write a note on solid state electronics.
2. List out the functions of TRAI.
3. Why SHR is preferred for Radio reception?

4. How the photographers are classified?
5. What do you mean by OTH microwave system?
6. What are the functions of an operating system?
7. What do you know out DTP?
8. Compare linear and non linear editing system.

PART B - (3 x 20 = 60 marks)

Answer any THREE of the following.

9. What is the need for modulation? Tabulate the EM spectrum used for various types of communication.
10. What are the important techniques available to perform graphics and animation?
11. How TV receptron is done? Explain with neat block diagram?
12. Discuss in detail the sub systems of communication satellite.
13. How E.Mail is influencing to-days human life?
14. Define Reverberation. Why it is necessary' what factors influence the reverberation time?

MAY 2006 Paper IV - MEDIA LAWS AND ETHICS

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR questions in about 2 pages each.

1. Write a note on the Right of Information Act 2005.
2. What is a 'Libal'? How can a media person guard against it?
3. Write a note on the official Secrets Act 1923.
4. How does the Press Council ensure the print media in not exceeding their limits of freedom of press?
5. What are the indirect restrictions of Government over the media, imposed through Press Information Bureau (PIB)?
6. Write a note on the evolution of code of ethics for media.
7. What are the benefits of Private Radio broadcasting in India?
8. What are restrictions imposed by Government on the business of Multi Service Operators. (MSOs).

PART B - (3 x 20 = 60 marks)

Answer any THREE questions in about 4 pages each.

9. Write an essay on the status of freedom of media in pre and post Independent India?
10. Give an account on the provisions of prohibition Indecent Representation of Women Act 1986.
11. All India Radio is in a disadvantageous posiif~ compared to its rival private FM broadcasters - Discuss
12. Evaluate the functions Board of Film Certification.
13. Write an essay on the increasing menace of crimes in India.
14. Advertising Council of India has a function undoing a damage caused by a advertisement - Discuss.

MAY 2006 Paper VI - PRINT JOURNALISM

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR of the following

1. Discuss the role of the press in community development.
2. Evaluate the free supplements given along with a daily.
3. Write about the ratio between news and advertisement.
4. Write a note on Memorable Press Conference.
5. Write an editorial Kalpana Chawla.

6. Define the functions of a subeditor in a newspaper office.
7. Describe Press Freedom independence in India
8. Write a review of a music event you have witnessed recently.

PART B - (3 x 20 = 60 marks) Answer any THREE of the following.

9. Define 'News'. What are the criteria to judge the news value of an event?
10. Write an editorial on any ONE of the following: (a) Child labour. (b) Politics and Religion. (c) SARS.
11. Describe the duties and responsibilities of Editors of a daily.
12. What are the principles of page make up?
13. What are the different types of page make up.

MAY 2006 Paper VII - ELECTRONIC JOURNALISM

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR questions in about 2 pages each:

1. Write a note on Prasar Bharathi.
2. Write a note on the origin and development of Radio in India.
3. Examine the Children's Programme's of Doordarshan.
4. Describe the various services of Doordarshan.
5. Visuals are important in TV programmes production - Explain.
6. Give an account of the structure and functions of an Advertising Agency.
7. Explain Humorous appeals.
8. If you are a PRO, how will you organise a Press Conference?
9. Write a note on 'Open House'.

PART B - (3 x 20 = 60 marks)

Answer any THREE in about 5 pages.

9. Explain in detail the various types of Advertising with examples.
10. Describe the various steps involved in Advertising Campaign planning.
11. "More than any other media Television glued to screen - ISCUSS.
12. Prepare the Television script, radio script and a print advertisement for a new fast food restaurant.
13. "Public relations in winning friends and influencing people" - Elaborate.
14. Discuss the salient features of International course of ethics of public relations as adopted by Public Relations Society of India.

MAY 2006 Paper IX - DEVELOPMENT COMMUNICATION

Time: Three hours

Maximum: 100 marks

PART A - (4 x 10 = 40 marks)

Answer any FOUR questions in about 2 pages each.

1. Define Development as a target.
2. Write about the early years of Development Communication in India.
3. Explain the Development Communication of Experiment SITE.
4. Explain The new mass communication technologies.
5. Explain various development programmes of Television.
6. What is the role of press in promoting National Integration?
7. Explain the various appeals used for effective communication.
8. Mention a Research topic related with Development communication and draw a Research Design for that topic.

PART B - (3 x 20 = 60 marks)

Answer any THREE questions in about 4 pages each.

9. What is the role of communication in National Development?
10. Explain the various Development communication Theories.

11. How far radio is helpful for various development programmes?
12. Describe the different models of Development communication.
13. Examine the Indian Development Communication.
14. What are the Research methodologies used in Development Communication?

MAY 2006 Paper I - CONCEPT OF MASS COMMUNICATION

Time: Three hours

Maximum: 100 marks

PART -A (3 x 20 = 60 marks)

Answer any THREE questions.

1. State the importance of print media today.
2. Explain the relevance of communication theories in communication process.
3. Mass media and public hygiene - Discuss.
4. Media reflects public view - Is it true or false. Elucidate with examples.
5. Explain how mass media development are interrelated? And national

PART B - (2 x 10 = 20 marks)

Answer any TWO of the following, each in about 2 pages.

6. Is feedback necessary for effective communication?
7. Write about the growth of mass communication in developing countries.
8. Discuss about mass media and national goals.
9. Write about the significance of Radio Plays.

PART C - (5 x 4 = 20 marks) Write short notes, in about a page each, on any FIVE the following topics of 10. Tele text. 11. Editorials. 12. T.V. cartoons. 13. Telegames. 14. Radio Running commentary. 15. Business Magazines. 16. T.V. Serials. 17. T.V. Advertisements.

MAY 2006 Paper II - MASS MEDIA AND SOCIETY

Time: Three hours Maximum: 100 marks

PART A- (3 x 20 = 60 marks)

Answer any THREE of the following in about 4 pages each.

1. Explain the various types of society prevailing in India.
2. Evaluate the role of radio in taking social welfare programmes to the masses.
3. "TV care for the health and sanitation of the people" - Elucidate with examples.
4. Explain the role of newspapers in bringing about social and economic reforms.
5. Discuss the allegation that Tamil Newspapers do have only Regional outlook; not national outlook.

PART B - (2 x 10 = 20 marks) Answer any TWO of the following.

6. Discuss the allegation that most of the programmes of Radio and TV are not reaching the targeted audience.
7. Write notes on the Radio programmes Uzhaippavar Arangam, Kirama Samudhayam, Arangisai and Mangaiyar Ulagam.
8. Explain the contribution of folk arts in the communication process.
9. "The mass media can change the food habits of people" - Elucidate. I

PART C - (5 x 4 = 20 marks)

Write short notes in about a page each on any FIVE of the following.

10. Luxury in human society.
11. Womans programmes in Radio.
12. T.V. Serials.
13. Tourism development and media.
14. Compensation
15. Editorial

MAY 2006 Paper III - PRESS LAWS AND CODE OF ETHICS IN JOURNALISM

Time: Three hours Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any **THREE** of the following.

1. "Reporting the Government News demands. a careful application of investigative and interpretative techniques" - Discuss.
2. Describe the freedom of expression and freedom of press given to Indians after Independence.
3. Write about the salient features of Copy Right Act.
4. Explain the role of the press in promoting communal harmony.
5. What are the rights and liabilities of the publishers of Newspapers and Journals?

PART B - (2 x 10 = 20 marks)

Answer any **TWO** of the following.

6. Explain briefly the provisions of the working Journalists Act.
7. Explain the trend of Investigative Journalism in Tamil.
8. Write a detailed essay on press sensor.
9. Explain the areas of conflict between the press and the court.

PART C - (5 x 4 = 20 marks)

Write short notes on any **FIVE** of the following.

10. Metropolitan Press.
11. Ethics in advertisements.
12. DAVP.
13. Press Information Bureau.

MAY 2006 Paper V - REPORTING, WRITING AND EDITING IN PRINT MEDIA

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any **THREE** of the following.

1. 'Most of the weeklies and monthlies carry only politics and cinema and entertainment stories' - Is it true?
2. Write a news analysis on the 2003 Union Budget.
3. What is a Feature? How is it different from straight news reporting?
4. Does Indian press enjoy full freedom?
5. Explain the functioning of News Agencies in India.

PART B - (2 x 10 = 20 marks)

Answer any **TWO** of the following.

6. Explain the importance of language and literature in the field of Journalism.
7. Give any fifteen proof-reading symbols and explain their meanings.
8. Memorable press meet with an VIP.
9. Define the functions of a sub editor in a newspaper office.

PART C - (5 x 4 = 20 marks)

Write short notes on any **FIVE** of the following.

10. Matrimonial advertisements.
11. Human interest stories.
12. Khushwant Singh.
13. Letters to the editor.
14. Sales promotion.
15. Kalaimagal.

MAY 2006 Paper VI - MEDIA MANAGEMENT

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 marks)

Answer any **THREE** of the following.

1. Explain the various types of Financial Management in the Film Industries.
2. Explain the pivotal role of Management in safeguarding the freedom of the Press.
3. Radio plays a vital role in disseminating the free flow of information to the public - Elaborate.
4. Successful T.V. programmes are only due to teamwork and effective management. How? Explain.
5. Communication is the lifeblood of an effective management of media - prove it.

PART B - (2 x 10 = 20 marks)

Answer any **TWO** of the following.

6. Define the significance of Youth Programmes in All India Radio and D.D.K
7. Compare and contrast the Feature films of Big Screen (Cinema) and Small Screen (T.V.).
8. Advertisements play a vital role in the development of Newspaper organization - Explain.
9. Co-ordinated efforts are more needed for a successful Media Management - prove with illustrations.

PART C - (5 x 4 = 20 marks)

Write short notes on any **FIVE**.

10. Various types of Print Media.
11. Feed back of Audience in Media.
12. Local Radio Stations.
13. Sports Programmes.
14. Cultural Programmes in T.V.
15. Social reformation concepts in Films.
16. Festival Programmes Broadcast over AIR.

Paper VII - AUDIO VISUAL MEDIA

Time: Three hours

Maximum: 100 marks

PART A - (3 x 20 = 60 mark)

Answer any **THREE** of the following in about 4 pages each.

1. Cinema is the most powerful medium for propagation - Explain.
2. Explain the role of Radio in the development of Music Art.
3. Elaborate the role of T.V. programmes on popularisation of Science and Technology developed among the people.
4. How far AIR's rural programmes motivating the people to take part in the de . process?
5. Trace the origin and development Broadcasting in India.

PART B - (2 x 10 = 20 marks)

Answer any **TWO** of the following in about 2

6. Elaborate the various types of news broad Radio.
7. Films songs plays a vital role in the Explain.
8. Cultural Programmes in T.V.
9. Social reformation concepts in Films.
10. Festival Programmes Broadcast over AIR.

PART C - (5 x 4 = 20 marks)

Write short notes on any **FIVE**.

10. Science Programmes in Radio.
11. Senior Citizen programmes in Radio.
12. Prasar Bharathi.
13. Regional News Unit.
14. Hoardings.
15. Economy in advertisement.
16. Public Relation Planning.

MAY 2006 Paper VIII - ADVERTISEMENT AND PUBLIC RELATIONS

Time: Three hours

Maximum: 100 marks

PART A- (3 x 20 = 60 marks)

Answer any **THREE** of the following.

1. Discuss the role of advertisements in Politics.
2. Establish the contribution of advertisements in bringing about social and economic changes with relevant examples from TV and Radio advertisements.
3. Explain the kinds of advertisements in press media.
4. What is Public Relations? Evaluate the present status of Public Relations System in press media.
5. What are the qualifications of Public Relations Officer?

PART B - (2 x 10 = 20 marks)

Answer any **TWO** of the following.

6. Emphasize the role of advertisements in changing the customs and traditions of peoples and individual personality.
7. Explain the kinds of advertisements in TV.
8. Explain the functions of Public Relations in Public Sector.
9. What is the need for good Public Relation?

PART C - (5 x 4 = 20 marks)

Write short notes on any **FIVE** of the following.

10. Psychology in advertisement.
11. House Journals.
12. Feedback.
13. Vocational advertisements.