

INTRODUCTION TO COMMUNICATION

(For those who joined in July 2008 or earlier)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph

1. What is communication?
2. Define mass communication.
3. What is meant by print media?
4. What is DIPRPR?
5. Define defamation.
6. Write short note on field publicity.
7. What is meant by public Relations?
8. What is social responsibility?

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain its evolution of communication.
10. Explain the process of mass communication.
11. State the merits and demerits of Newspaper.
12. Write a note on film Industry in India.
13. Explain any one theory of press in detail.
14. Explain the art of persuasive communication.
15. What are traditional media?
16. Discuss the recent technological advancement in Compact Discs.

PART C — (2 × 15 = 30 marks)

Answer the following in about three pages.

17. (a) Describe the social economic effects of advertising in Indian context.

Or

- (b) Write an essay on Indian press laws.

18. (a) Discuss the advertising and public Relation as persuasive communication.

Or

- (b) Explain the code of ethics being practiced by the PR professionals in India.
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INTRODUCTION ADVERTISING

(For those who joined in July 2008 or earlier)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. What do you mean by advertising?
2. Define GNP.
3. Define marketing.
4. What is market segmentation?
5. What is accounting planning?
6. What are advertising campaigns?
7. Define Bill boards.
8. Define advertising vehicle.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the scope of advertising.
10. How advertising act as the key ingredient in National Economic growth?
11. Explain the importance of market segmentation in advertising.
12. Explain the advertising agency structure in India.
13. Critically examine the media Dependency theory of advertising.
14. Explain the important code of ethics in advertising.
15. What are the merits of outdoor advertising?
16. What are advertising Research Tests?

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages.

17. (a) Describe the social and economic effects of advertising.

Or

- (b) "Advertising brings long-term benefits but sales promotion is for quicker results".- Discuss.

18. (a) "Selection of advertising media should be preceded by an analysis of all factors involved in the total marketing situation". What factor should consider in such an analysis and why?

Or

- (b) How does advertising standards council ensures decency and ethics in advertising?

