

INTRODUCTION TO COMMUNICATION

Time : Three hours

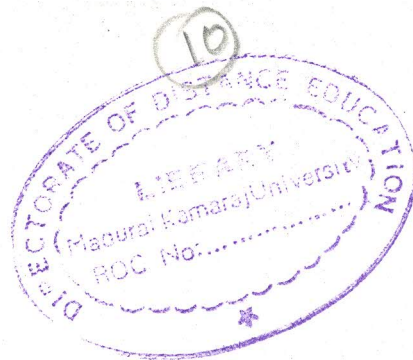
Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Define communication as a process.
2. Explain Lasswell model of communication.
3. List the functions of print media.
4. Discuss the nature of radio as a medium of communication.
5. Write short note on Song and Drama Division.
6. Explain the different types of computer network.
7. Distinguish Libel and slander.
8. Why advertisement is called as persuasive communication?

M.A. advertising &
public relations



PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. What are the characteristics of mass audience?
10. Explain Bullet theory in detail.
11. Explain any one theory of press in detail.
12. Outline the features of short film in detail.
13. Examine the various Folk forms of Tamilnadu.
14. Mention the role and responsibilities of Film Certification Board.
15. Briefly explain the development of Television in India.
16. Explain the status of electronic newspaper in India.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) Explain TV, Press, Radio, and Film as advertising media.

Or

- (b) "Freedom of expression has always been emphasized as an essential basis for the democratic functioning of a society" : Why is it so?

18. (a) Explain the provisions of Article 19 of Indian Constitution.

Or

- (b) Explain the codes of ethics being observed by the state owned Doordharshan.
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OCTOBER 2008

INTRODUCTION TO ADVERTISING

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 advertising?
2. What is GNP?
3. What are marketing mix?
4. Define Consumerism.
5. Define media planning.
6. What is direct advertising?
7. Define research.
8. Define media mix.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following in about a page.

9. Explain the scope of advertising.
10. What are the components of product positioning?

11. Explain the functions of advertising agencies.
12. Explain the audience use theory of advertising.
13. What are the code of ethics in advertising?
14. Explain the merits and demerits of print media.
15. Explain the process of media planning.
16. How will you classify the various appeals used in advertising?

PART C — (2 × 15 = 30 marks)

Answer ALL the questions in about 3 pages each.

17. (a) Write an essay on evolution of modern advertising in India.

Or

- (b) Explain the various ethical issues involved in advertising.

18. (a) Examine the various factors that are to be considered while making in effective media planning.

Or

- (b) Explain the process of advertising research with imaginary facts and figures.

PRINCIPLES OF PUBLIC RELATIONS

Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph

1. State the origin of PR?
2. What is your understanding of Public service activities?
3. What is opinion poll?
4. What is the important of evaluation in the PR process?
5. What is meant by internal and external PR network?
6. What do you meant by Press kit?
7. Describe the role of a house journal as a PR tool.
8. What is Crisis management?

