

MJM-020

M. A. IN JOURNALISM AND MASS COMMUNICATION
(MAJMCOL)

INTRODUCTION TO JOURNALISM AND MASS
COMMUNICATION

Time : Three Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt questions from all Sections as instructed.

Section-I (Short Answer Type Questions) (5×4=20)

Answer any five questions. Each question carries 4 marks.

1. What is a press kit and why is it important in a press conference?
2. How does understanding of product and market help in devising the advertising technique?
3. What is a brand? Explain the elements of branding.
4. Explain the levels of integration in marketing communications.
5. What is research design and what are its types?
- 6 Explain the rise of amateur radio.
7. Explain the political economy theory with examples.

Section-II (Medium Answer Type Questions) (5×10=50)

Answer any five questions. Each question carries 10 marks.

1. Explain quantitative and qualitative content analysis as a research method and the steps involved in conducting it. Cite suitable examples.

2. Explain how social media integrates technology, social interaction and content. What are the criteria it meets to produce successful content?
3. Explain the emergence of 24×7 news channels and regional growth of TV and its significance and relevance in Indian context.
4. What were the factors that led to structural changes in the ownership of media in India? How do these factors relate to elements of globalisation?
5. How is Public Relations connected to Journalism? List down the tasks that a PR personnel is expected to perform.
6. What is corporate communication? Explain the tools it uses for marketing communications.
7. How is gamification and content marketing being used lately as a tool of IMC? Which other innovative use of technology can you think of that can be made a tool of IMC?

Section-III (Long Answer Type Questions) (2×15=30)

Answer any two questions. Each question carries 15 marks.

1. How do feature and news agencies operate? Also explain the opportunities and challenges they face. Cite relevant Indian examples.
2. What are the sustainable practices of managing events? Plan a science exhibition for high school students by making use of SEM practices.
3. Discuss how technology has revolutionized the education system across the world. What is the flip side of technology mediated education?