

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2024

Career Related First Degree Programme under CBCSS

Journalism and Mass Communication

Core Course VII

JC 1541 – MALAYALAM JOURNALISM

(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or a maximum of **30** words.

1. Who is the first editor of Kerala mithram?
2. Which is the oldest surviving newspaper in Kerala?
3. Which is the first serialized novel published in njananikshepam?
4. In which year Kerala kaumudi was started?
5. Who is the present editor of Mathrubhumi?
6. Who is the father of Malayalam Journalism?
7. Who was the first editor of Malayala Manorama?
8. Which is the first press in Kerala?
9. Name the first magazine in Kerala.
10. Who was the editor of Kesari?

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes, each not exceeding **60** words, on any **eight** of the following.

11. Devji Bhimji
12. Vakkom Moulavi
13. Kesari Balakrishna Pillai
14. Karshakan
15. Bhashaposhini
16. Rajya samacharam
17. Deepika
18. Swadeshabhimani Ramakrishna Pillai
19. C.V. Kunjiraman
20. News magazines
21. Online portals
22. Yathra

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on any **six** of the following.

23. Explain the contributions of Kandathil Varghese Mappilai.
24. Explain the features of syndicated columns.
25. Comment on the contents of any two women's magazines in Kerala.
26. What are the problems faced by the transliteration?
27. Explain hyper localism.
28. Compare the cover stories of any two general interest magazines.

29. Write short note on specialized magazines in Kerala.
30. Explain the contributions of K.P. Kesava Menon to Malayalam Press industry.
31. Explain the contributions of literary magazines in Kerala.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following.

32. Critically evaluate the current trends in magazine journalism.
33. The early growth and development of Malayalam Press Industry is credited to the works of Christian missionaries. Do you agree? Comment.
34. Discuss the different types of magazines with suitable examples.
35. Critically evaluate the contributions of Mathrubhumi in the freedom struggle.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2024

Career Related First Degree Programme under CBCSS

Journalism and Mass Communication

Core Course VIII

JC 1542 : MASS MEDIA MANAGEMENT

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or a maximum of **30** words.

1. Write a note on the Broadcasting Corporation of India.
2. What is INS?
3. Who owns NDTV?
4. What is TRAI?
5. What is NRS?
6. What is BCCC?
7. What is AAI?
8. What do you mean by centralisation in management?
9. What is a public limited company?
10. What is CII?

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes, each not exceeding **60** words, on any **eight** of the following.

11. What was the role of Varghese Committee?
12. Write a note on Henri Fayol.
13. What is the duty of board of directors in a company?
14. What is the role of newspaper ombudsman?
15. What is a cross media ownership?
16. What is the role of advertising department in a newspaper?
17. What is the role of a news editor?
18. Write a note on need assessment in channels?
19. Write a note on private FM channels.
20. Write a note on first press commission.
21. What is the role of a resident editor in a Newspaper?
22. Write a note on the Malayala Manorama Group.

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on any **six** of the following.

23. Press Council Act 1978.
24. Discuss about the concept scientific management.
25. Why management is often termed as an art to be mastered?
26. What are the principles of management according to Henri Fayol?
27. Write a note on various committees on newspapers in India.

28. Discuss about the types of newspaper ownership.
29. Discuss about the editorial department of a newspaper.
30. Explain the importance of planning in media management.
31. Discuss about the various personnels involved in film production.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following.

32. Trace the evolution of management concepts.
33. Analyse the factors affecting the effective management of a media firm.
34. Discuss with suitable example the types of ownership in Indian print media.
35. Explain why media management is often considered as a strategic field?

(2 × 15 = 30 Marks)

(Pages : 3)

U – 2681

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2024

Career Related First Degree Programme under CBCSS

Journalism and Mass Communication

Core Course IX

JC 1543 : MEDIA LAWS AND ETHICS

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or a maximum of **30** words.

1. Right to Information act came in to force in which year?
2. What is the focus of Article 18?
3. What is the purpose of Habeas Corpus writ?
4. In which year was the Copyright Act enforced?
5. What do you mean by intellectual property?
6. Which court addresses matrimonial disputes?
7. What is civil law?
8. When did the contempt of Courts Act came into force in India?
9. What is a cognizable offence?
10. What do you mean by Suo motu?

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes, each not exceeding **60** words, on any **eight** of the following.

11. Write a note on the concept 'freedom of press'.
12. Write a note on the directive principles of state policy.
13. What is the duty of the executives?
14. What is the role of newspaper ombudsman?
15. Why media is termed as fourth estate?
16. Write a note on criminal defamation.
17. What is the scope of media law?
18. Write a note on contempt of legislature.
19. Write a note on copyright act in India.
20. What do you mean by censorship?
21. What is paparazzi journalism?
22. What is a cyber crime?

(8 × 2 = 16 Marks)

III. Write short essay, each not exceeding **120** words, on any **six** of the following.

23. Press Council Act 1978.
24. Discuss features of Indian constitution.
25. Discuss the different types of law courts in India?
26. Discuss in detail the defamation law.
27. Write a note on the various acts pertaining journalists in India.

28. Discuss the press and registration of books act.
29. Explain the ethical aspects of news delivery.
30. Discuss about The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954.
31. Discuss about the role of self regulation in media.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following.

32. Attempt an essay on the significance of Article 19.1.a in India.
33. Discuss how governmental regulations and laws are affecting the media freedom.
34. Attempt an essay on the contempt of court and contempt of legislature proceedings.
35. Do you think there is a need to regulate social media contents? Justify your view with suitable examples.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, December 2024

Career Related First Degree Programme under CBCSS

Journalism Mass Communication and Video Production

Vocational Course – VII

JC 1571 – DOCUMENTARY FILM

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or a maximum of **30** words.
1. Who directed the groundbreaking documentary 'Man with a Movie Camera'?
2. Who is often regarded as the pioneer of documentary filmmaking in India?
3. Who directed the documentary "India's Frontier Railways"?
4. Expand 'NFDC'.
5. Who directed the Oscar-winning Indian documentary 'Period. End of Sentence'?
6. What year saw the release of the landmark documentary "Nuit et Brouillard" (Night and Fog)?
7. Where does the Sundance Film Festival, known for its documentary category, take place?
8. When was the Films Division of India established to promote documentary filmmaking?

P.T.O.

9. Which renowned filmmaker from Kerala is known for his documentary 'Kalamandalam Gopi'?
10. Which award is presented to the best documentary film at the IDSFFK?

(10 × 1 = 10 Marks)

II. Write short notes, each not exceeding **60** words, on **any eight** of the following.

11. Film Premiere
12. Sound design
13. Jump cut
14. Conflict resolution
15. Narrative structure
16. Production design
17. Political Activism Documentary
18. Film Bazaar - NFDC
19. Cinema du Reel
20. Indian People's Theatre Association
21. FFC
22. Release Forms

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding **120** words, on **any six** of the following.

23. Participatory Documentary
24. Night Mail (1936)
25. Direct cinema

- 26. Documentary Film Movement
- 27. Documentary Ethics
- 28. Dok Leipzig
- 29. Director of Photography
- 30. War Documentary
- 31. Promotional Materials

(6 × 4 = 24 Marks)

IV. Write long essays on **any two** of the following.

- 32. What is the three-act structure, and how is it used in documentary scripting?
- 33. How do documentaries serve as vehicles for social change and advocacy?
- 34. How does the quality of research and pre-production planning impact the overall success and effectiveness of a documentary project?
- 35. What were some early technological advancements that contributed to the development of documentary filmmaking?

(2 × 15 = 30 Marks)