

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021****Mass Communication and Journalism****JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

## (Multiple Choice Questions for SDE Candidates)

1. Frequency of FM band is :
  - (A) 88 to 108 KHz.
  - (B) 88 to 108 MHz.
  - (C) 88.8 to 108.8 KHz.
  - (D) 88.8 to 108.8 MHz.
2. NSD stands for :
  - (A) News Service Department.
  - (B) News Service Division.
  - (C) News Server Dynamics.
  - (D) News Service Development.
3. dB stands for :
  - (A) Decimel.
  - (B) Decibel.
  - (C) Downbell.
  - (D) None of the above.
4. Rundown is :
  - (A) Count down for news bulletin.
  - (B) Script of news bulletin.
  - (C) Duration of news bulletin.
  - (D) The list of news items in a bulletin.
5. Pick the odd one out :
  - (A) dB.
  - (B) Hz.
  - (C) Nms.
  - (D) Phons.
6. Intonation is :
  - (A) The quality of sound for different people.
  - (B) The tonal difference due to stress on different syllables.
  - (C) The difference of frequency in human voice.
  - (D) None of the above.
7. AM radio has a frequency range of :
  - (A) 535 - 1605 MHz.
  - (B) 535 - 1605 KHz.
  - (C) 53.5 - 160.5 MHz.
  - (D) 53.5 - 160.5 KHz.

8. Frequencies are allotted for Radio stations in India by :
- (A) State Government. (B) District Collector.  
(C) Central Government. (D) No need for allocation.
9. ——— Microphone is preferred for a radio interview.
- (A) Uni-directional. (B) Bi-directional.  
(C) Omni-directional. (D) None of the above.
10. Podcast is :
- (A) Audio stream over internet. (B) Video stream over internet.  
(C) Audio stream as radio waves. (D) None of the above.
11. Pick the odd one out :
- (A) Google Chrome. (B) Internet Explorer.  
(C) Safari. (D) Google.
12. ——— is not an ISP.
- (A) Vodafone. (B) Reliance.  
(C) TRAI. (D) BSNL.
13. ——— is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/ viewers.
- (A) Webcasting. (B) Narrow casting.  
(C) Broadcasting. (D) Telecasting.
14. Which is the first online newspaper in Malayalam ?
- (A) Deepika. (B) Malayala Manorama.  
(C) Mathrubhumi. (D) Madhyamam.
15. Which of the following is not a characteristic of online media ?
- (A) Anonymity. (B) Global Accessibility.  
(C) Instant. (D) Credible.

16. Phishing is :

- (A) Hacking a computer over internet.
- (B) Online theft.
- (C) Fraudulent attempt to obtain sensitive information.
- (D) None of the above.

17. ICT stands for \_\_\_\_\_.

- (A) Information and Communication Techniques.
- (B) Internet and Communication Television.
- (C) Internet Communication Tool.
- (D) Information and Communication Technology.

18. URL stands for :

- (A) Universal Readable Language.      (B) Universal Record Language.
- (C) Universal Resource Locator.      (D) Universal Resource Language.

19. Stalking is :

- (A) Unauthorised access to others' data online.
- (B) Unauthorised monitoring of others' online activity.
- (C) Unauthorised access to others' online accounts.
- (D) None of the above.

20. RSS Feed helps in :

- (A) Accessing news from different websites.
- (B) Sending news to different organizations.
- (C) Downloading video news from different sites.
- (D) Enabling multi-lingual content on websites.

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

Mass Communication and Journalism

JOU 1(2) C02—INTRODUCTION TO ELECTRONIC MEDIA

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A (Short Answer Type Questions)***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Noise.
2. Timeliness.
3. Lead.
4. Club FM.
5. ISBS.
6. Radio on Mobile.
7. Radio Jockey.
8. SFX.
9. Frequency Modulation.
10. ARPANET.
11. HTML.
12. India against Corruption.
13. Cyber terrorism.
14. Media convergence.
15. IT Act.

(10 × 3 = 30 marks)

**Section B***Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Briefly explain the nature and functions of communication.
17. Explain the structure of a news story.
18. Write a short note on Community Radio.
19. What are the characteristics of radio ?

**Turn over**

20. Write a short note on radio news reading and presentation.
21. Explain any three characteristics of the Internet.
22. What are the news determinants in cyberspace ?
23. How can social media be used for Public Relations ?

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. What is social media activism ? How can the New Media used for Political Communication and Propaganda ?
25. Write a critique on cyber laws in India.
26. Explain the organizational set-up of AIR.
27. Define communication. Explain in detail how Internet can be considered as a medium of communication.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021****Mass Communication and Journalism****JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. Information that is sent back to the source is known as \_\_\_\_\_.  
(A) Context. (B) Feedback.  
(C) Encoding. (D) Decoding.
2. Which of the following is not a characteristic of face to face communication ?  
(A) Direct. (B) Personal.  
(C) Mediated. (D) Intimate.
3. The act of producing a message is known as \_\_\_\_\_.  
(A) Decoding. (B) Messaging.  
(C) Noise. (D) Encoding.
4. Who coined the term kinesics ?  
(A) Robert Frost. (B) Wilbur Schramm.  
(C) Daniel Lerner. (D) Ray Birdwhistell.
5. Anything that interferes with a message in communication is known as \_\_\_\_\_.  
(A) Context. (B) Noise.  
(C) Decoding. (D) Feedback.
6. Which of the following is not a characteristic of mass communication ?  
(A) Instant feedback. (B) Impersonal.  
(C) Universal access. (D) Presence of gatekeeper.
7. Which of the following is not an example of print media ?  
(A) Brochures. (B) Posters.  
(C) Websites. (D) Handbills.



8. When was the first screening of Lumier Brothers' film held in India ?
- (A) 1895. (B) 1896.  
(C) 1897. (D) 1898.
9. Kollywood refers to the films industry based in ——..
- (A) Chennai. (B) Kolkatha.  
(C) Hyderabad. (D) Maratha.
10. The highest film award in Kerala is ——.
- (A) Prem Nazir award. (B) Thikkurussi Award.  
(C) J. C. Daniel award. (D) John Abraham award.
11. When was radio renamed as All India Radio ?
- (A) 1935. (B) 1936.  
(C) 1937. (D) 1938.
12. Which was the second Indian city to get television broadcasting service ?
- (A) Delhi. (B) Kolkata.  
(C) Madras. (D) Mumbai.
13. Name the newspaper that did not publish the news of the assassination of Mahatma Gandhi on its front page.
- (A) India. (B) The HindustanTimes.  
(C) The Hindu. (D) The Statesman.
14. Which body was instrumental in establishing Audit Bureau of circulation ?
- (A) Press Council of India. (B) Registrars of Newspapers of India  
(C) Advertising Society of India. (D) Indian Newspaper Society.

15. Media act as a servant of the State in \_\_\_\_\_.
- (A) Libertarian theory. (B) Democratic participant theory.  
(C) Authoritarian theory. (D) Development theory.
16. Freedom of the press is specifically stated in the constitution of \_\_\_\_\_.
- (A) UK. (B) France.  
(C) India. (D) US.
17. Which Commission report forms the basis of social responsibility theory ?
- (A) Marshall McLuhan. (B) McBride.  
(C) Robert Hutchins. (D) Harold Lasswell.
18. Self censorship in media is mainly exercised by :
- (A) Government. (B) Readers.  
(C) Editors. (D) Political parties.
19. The name that is most associated with WikiLeaks is \_\_\_\_\_.
- (A) Julian Assange. (B) TimBernet.  
(C) BillGates. (D) RichardStallman
20. Press Council first emerged in :
- (A) Italy. (B) UK.  
(C) US. (D) Sweden.

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

Mass Communication and Journalism

JOU 1 (2) C 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. Herman Gundert.
2. Keralamithram.
3. Serampore Missionaries.
4. Defamation.
5. CBFC.
6. On-line Newspaper.
7. Contempt of Court.
8. Swadesabhimani Ramakrishna Pillai.
9. Laswell's model of communication.
10. Community Radio.
11. Non-verbal Communication.
12. Citizen Journalism.
13. PCI.
14. Paid News.
15. James Silk Buckingham.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Evaluate the contribution of Raja Ram Mohun Roy as a journalist.
17. Explain the elements of communication process with diagram.
18. Describe the challenges posed by the cyber media on print media.
19. What is normative theory of mass communication ?
20. Explain the importance of RTI Act 2005.
21. Analyse the restrictions imposed on the media during the emergency period. (1975-77).
22. Explain the role of community radio in making harmony and integrity among people.
23. Examine the role of Doordarshan as a Public Service Broadcaster.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Critically assess the relevance of Gandhian journalism in the present age.
25. What is the importance of models in communication ? Briefly describe the Shannon and Weaver's model.
26. How do modern communication technology transformed the mass media ?
27. Have the mass media brought about a transformation in the behaviour of people ? What is your view ? Examine the role of media in the modern society.

(2 × 10 = 20 marks)

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021****Mass Communication and Journalism****JOU 2C 04—NEWSPAPER JOURNALISM****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 15****Maximum : 15 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 15.
2. The candidate should check that the question paper supplied to him/her contains all the 15 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 2C 04—NEWSPAPER JOURNALISM

(Multiple Choice Questions for SDE Candidates)

1. Which is the face of the newspaper ?
  - (A) Headlines.
  - (B) Front page.
  - (C) Edit page.
  - (D) Masthead.
2. Some stories that wrap similar events into a single story is called :
  - (A) Multiple story.
  - (B) Round.
  - (C) Capital story.
  - (D) Same incident story.
3. Leader writer is one who writes the \_\_\_\_\_.
  - (A) Main story.
  - (B) Middle article.
  - (C) Editorial.
  - (D) Edit page article.
4. Title registration of newspaper is done by :
  - (A) RNI.
  - (B) DAVP.
  - (C) PIB.
  - (D) IPRD.
5. The main headline on the top of a page covering all columns is known as :
  - (A) Blurb.
  - (B) Lead.
  - (C) Banner.
  - (D) Blow-up.
6. Is not a principle of page make-up :
  - (A) Proportion.
  - (B) Balance.
  - (C) Contrast.
  - (D) Five Ws.
7. Removing unwanted area of picture is called :
  - (A) Cropping.
  - (B) Creeping.
  - (C) Crossing.
  - (D) Crawling.

8. Letters to the editor are included in :
- (A) Sports page. (B) Last page.  
(C) Editorial page. (D) Local page.
9. Times of India was the first newspaper to appoint :
- (A) Editor. (B) Managing editor.  
(C) Executive editor. (D) Ombudsman.
10. A publication started by Mahatma Gandhi :
- (A) The Harijan. (B) Bombay Samachar.  
(C) Indian Mail. (D) The Times of India.
11. Which one of the following is most perishable ?
- (A) A book. (B) A newspaper.  
(C) A magazine. (D) All the above are equally perishable.
12. A piece of news obtained and published by one newspaper before its competitors is known as :
- (A) Exclusive. (B) Runner.  
(C) Scoop. (D) Expose.
13. The first Chairman of the Press Council of India was :
- (A) Justice J.R. Mudholkar. (B) Justice Y.V. Chandrachud.  
(C) Justice V.R. Krishna Iyer. (D) Justice Ranganath Mishra.
14. Who founded the Indian Languages Newspapers Association ?
- (A) Mahatma Gandhi. (B) Bal Gangadhar Tilak.  
(C) Mammen Mappillai. (D) Amritlal Seth.
15. The printing press was introduced in India during :
- (A) The thirteenth century. (B) The fourteenth century.  
(C) The fifteenth century. (D) The sixteenth century.

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

Mass Communication and Journalism

JOU 2C 04—NEWSPAPER JOURNALISM

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least **eight** questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. Citizen journalism.
2. Attribution.
3. Paid news.
4. Circulation department.
5. Chief sub-editor.
6. Celebrity news.
7. R. K. Laxman.
8. Dateline.
9. Twitter as source of news.
10. Banner.
11. Typesetting.
12. QuarkXPress.

(8 × 3 = 24 marks)

**Turn over**



**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Explain the features of hourglass style of reporting.
14. What is lead ? Explain the important types of leads with appropriate examples.
15. Describe the responsibilities of a journalist.
16. Why do newspapers need a business department ?
17. Examine the role of bureau chief in a newspaper.
18. Define a stylebook. What are the functions of stylebook in as newspaper?
19. Describe the important printing technologies adopted by newspapers.

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. The life of a chief editor is not bed of roses.' Explain the role and responsibilities of a chief editor.
21. How do you assess the news worthiness of events and issues ?

(1 × 11 = 11 marks)