

2012

JOURNALISM & MASS COMMUNICATION – GENERAL

Second Paper

Full Marks – 100

Candidates are required to give their answers in their own words as far as practicable

The figures in the margin indicate full marks

Module: I

1. What do you understand by public service of newspapers? Does it have a contradictory role as a business enterprise? Discuss. [15]
- OR
2. Discuss the different sources of revenue of newspapers in India. [15]
3. Write short notes on *any two* : [5x2]
 - (a) Cross media ownership
 - (b) Vertical ownership
 - (c) FDI in print media
 - (d) Individual ownership

Module: II

4. Discuss the circulation factors of a newspaper. How does the newspaper's policy affect the circulation factors? [15]
- OR
5. Describe the role of advertisement department and advertisement manager of a newspaper. [15]
6. Write short notes on *any two* : [5x2]
 - (a) Display advertisement
 - (b) ABC
 - (c) Circulation manager
 - (d) Newspaper as advertisement medium.

Module: III

7. Describe the structure and functions of an advertising agency. [15]

OR

8. What is advertisement copy? Define different types of advertisement copy with suitable examples. [15]

9. Write short notes on *any two*: [5x2]

- (a) USP
- (b) Unethical advertisement
- (c) AIDA model
- (d) Storyboard

Module: IV

10. Discuss the different PR tools and their effectiveness in the process of PR with examples. [15]

11. What is house journal? Explain the steps to be taken for publishing a house journal. [15]

12. Write short notes on *any two*: [5x2]

- (a) Corporate PR
- (b) Publics
- (c) Qualities of PRO
- (d) PR in public sector.

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