

PH 102.3a

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St Aloysius College (Autonomous)

Mangaluru

semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

February - 2022

RADIO PRODUCTION

Time: 3 Hours

Max Marks: 70

SECTION – A

Write essays on any THREE of the following

(3x15=45)

1. What is a radio prep sheet? Write down its significance.
2. Structure an evening show and describe all its elements in detail.
3. Why is the study of target audience important for a radio station?
4. Write down the major duties and responsibilities of a radio programme director.
5. How is radio different from other media? Explain the characteristics of radio.

SECTION – B

Write short notes on ANY FIVE of the following.

(5x5= 25)

- a. FPC
- b. Radio plays
- c. FM
- d. Station Imaging
- e. Community radio
- f. Internet radio
- g. Radio news values

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Semester III- P.G. Examination - M.A. (Journalism & Mass Communication)

February - 2022

CREATIVE STRATEGY & COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any **THREE** of the following

(3X15 = 45)

1. In detail discuss the process involved in creating an advertising campaign.
2. Elucidate on the various types of appeals that are used in advertising campaigns with appropriate examples.
3. Explain 'creativity' in the context of advertising, touching on how can creative ideas be generated and shaped.
4. Describe the relevance of account planning in the process of advertising. Also discuss types of advertising researches that may be undertaken.
5. Discuss the various steps involved in the layout process of a print advertisement.

SECTION - B

Write short notes on any **FIVE** of the following.

(5X5 = 25)

- a. Attributes of a good copy writer.
- b. Creative brief
- c. Non - Traditional Advertising
- d. Role of color in advertising.
- e. Headline Writing in Advertising
- f. Positioning
- g. Online Advertising.

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Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

February - 2022

ADVERTISING AND MARKETING COMMUNICATION

Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following

(3x15 = 45)

1. What is media planning? Evaluate the different media used for marketing communication.
2. Discuss international marketing and its challenges.
3. Create a campaign for promoting Covid vaccine in rural market in India.
4. "No sales without marketing, no marketing without sales." Analyse this statement giving suitable examples.
5. Critically analyse DAGMAR approach.

SECTION - B

Write short notes on ANY FIVE of the following.

(5x5 = 25)

- a. Advertising Agencies
- b. Market research
- c. Niche Marketing
- d. Marketing mix
- e. Concept of marketing communication
- f. Create a print ad for the promotion of a health drink.
- g. Agricultural marketing

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Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

February - 2022

ENVIRONMENT AND MEDIA

Time: 3 Hours

Max Marks: 70

SECTION - A

Answer any **THREE** of the following in 450 words each.

(3x15=45)

1. Last year was considered to be one of the worst in recorded history for environmental disasters. Critically analyse the media's coverage of any one of the environmental issues that dominated headlines in 2021.
2. Objectivity and balance are not always ideal tenets when it comes to reporting about the environment. Do you agree? Substantiate your response.
3. What are non-renewable sources of energy? Why is dependence on them detrimental particularly in the Indian context?
4. How can new media be harnessed to shape the public discourse about the environment?
5. What is the role of cinema in drawing attention to environmental concerns? Cite suitable examples.

SECTION - B

Answer any **FIVE** of the following in 150 words each,

(5x5=25)

- a. Greta Thunberg
- b. Vandhana Shiva
- c. California wildfires
- d. Greenpeace
- e. Biodiversity Act
- f. Kyoto Protocol
- g. Aarey forest controversy
