

**St Aloysius College (Autonomous)**  
**Mangaluru**

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

November - 2019

**DIGITAL MEDIA MARKETING**

Time: 3 hrs.

Max Marks: 70  
**ST.ALOYSIUS COLLEGE**  
PG Library  
MANGALORE-575 001  
**(3X15=45)**

**SECTION – A**

Answer any **THREE** of the following:

1. If you were the digital marketing manager for Pepsi, what tools and strategies would you use during the launch of new beverage, 'Pepsi Plus'. Chalk out a digital marketing strategy in detail.
2. What are the advantages and disadvantages of digital media marketing as opposed to traditional methods of marketing?
3. Are blogs an important part of every digital media marketing strategy? If yes, why? If not, Why? Give suitable examples with regard to major companies.
4. Is localization of content important when it comes to digital media marketing? Give examples of leading brands who have localization in their digital campaigns.
5. Draft a comprehensive digital media marketing plan spanning 3 months for a young politician contesting as an independent candidate in the upcoming elections.

**SECTION – B**

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

**(5X5=25)**

- a) SERPs
- b) Cookies and Referrers
- c) RSS feeds
- d) Unsolicited online marketing
- e) Google Analytics
- f) Usability Testing
- g) Word press Widgets

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PH 102.3C

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**St Aloysius College (Autonomous)**

**Mangaluru**

**Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)**  
**November - 2019**

**ORGANIZATIONAL COMMUNICATION**

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**MANGALORE-575 003**

**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any THREE of the following:**

**(3X15=45)**

1. What is organizational communication? Explain its structure and barriers.
2. Do a comparative analysis of five organizational theories.
3. Explain the concepts and process of employee communication with examples.
4. How to manage conflicts in an organization?
5. Explain the importance of communication in HR with reference to any media organization of your choice.

**SECTION – B**

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

**(5X5=25)**

- a) Downs and Hazens
- b) Say-Do Matrix
- c) Knowledge Management
- d) Change communication
- e) HRD
- f) Pesonal Brand
- g) IT Act

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PS 103.3

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)  
November - 2019**

**MARKETING COMMUNICATION**

Time: 3 hrs.

Max Marks: 70

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(3X15=45)

**SECTION – A**

Answer any **THREE** of the following:

1. Define Marketing Communication. Explain its origin and growth.
2. Define Brand. Analyse various strategies used to build a brand.
3. What is consumer behaviour? Explain specific elements which a marketing communicator should be aware of while framing strategies for an upcoming cosmetic brand in Mangaluru.
4. Differentiate between B2B, B2C, G2C, G2G and G2C with suitable examples.
5. Develop a media plan for Ribbons and Balloons for the upcoming Christmas and New Year Season.

**SECTION – B**

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

(5X5=25)

- a) Laggard
- b) BARC
- c) Product placement
- d) Market Segmentation
- e) Marketing Events
- f) IMC
- g) Niche

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester III – P.G. Examination–M.A. Journalism & Mass Communication  
November - 2019**

**ENVIRONMENT AND MEDIA**

Time: 3 hrs.

Max Marks: 70

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**SECTION – A**

Answer any **THREE** of the following:

**(3X15=45)**

1. What are the non-renewable sources of energy that we continue to depend on in India? Why is it the need of the hour to shift to renewable sources of energy?
2. It is argued that not taking a stance on an issue involving global peril is itself a kind of political position and advocating for mitigation policies is therefore a part of responsible citizenship. In the light of the aforementioned statement, do you think the media should be neutral in its coverage of environmental issues, or should it take a stand? Discuss using appropriate examples.
3. How can cinema be used to tell stories about the environment and sensitise audiences about the same? Explain using suitable examples from the recent past.
4. When it comes to traditional media, environmental stories are relegated to special supplements in newspapers or niche programming on television. Do you agree? What are some of the factors that determine news selection of environmental issues?
5. Detail the contributions of any renowned environment activist or communicator who hails from India.

**SECTION – B**

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

**(5X5=25)**

- a) Biodiversity Act
- b) Earth Summit
- c) Cauvery Calling
- d) Greta Thunberg
- e) Amazon forest fires
- f) Aarey forest protests
- g) Chipko Movement

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**St Aloysius College (Autonomous)**

**Mangaluru**

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

**November - 2019**

**ADVERTISING PRODUCTION**

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MANGALORE-575 003

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following including Q5 which is compulsory.

(3X15=45)

1. Discuss the different methods of testing the effectiveness of an advertisement.
2. Explain the following concepts: a) Creative process  
b) Account management
3. 'Internet is the future of advertising'. Analyse.
4. Explain the structure and functions of an advertising agency.
5. Create two print advertisements on any one of the following topics: Plastic pollution or water crisis. The advertisements should follow the principles of advertising and design, and should include essential elements of an advertisement.

**SECTION – B**

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

(5X5=25)

- a) Advertising
- b) Ideation
- c) Sales Promotion
- d) Copy writing
- e) Client servicing
- f) DAGMAR
- g) Persuasion.

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**St Aloysius College (Autonomous)****Mangaluru****Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)****November - 2018****DIGITAL MEDIA MARKETING**

Time: 3 hrs.

Max Marks: 70

**SECTION – A****Answer any THREE of the following:****(3X15=45)**

1. Define Digital Media Marketing. Discuss the significance of digital media marketing in the process of integrated marketing communications with suitable examples.
2. What is PPC? Enlist and explain different models and examples of PPC advertising.
3. "Advertising adds to the cost of product, which means additional burden on the customer". Critically comment on the statement in the light of new advances due to the advent of digital media marketing campaigns.
4. Develop a detailed 'Digital Advertising Plan' for a company that deals in tours and travel to promote their domestic and international tours, assuming that the overall marketing budget, including both traditional advertising and digital advertising is ₹12 Lakhs a year.
5. Assume that you have been appointed as Digital Media Manager for a Multinational Firm entering Indian markets with its brand of "Packaged Homemade Beauty Soaps" for women. Create a social media Programme for this new launch.

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**SECTION – B****Write short notes on any FIVE of the following:****(5X5=25)**

- a) Augmented Reality
- b) Digital Reputation Management
- c) E-mail campaigns
- d) Omnichannel Marketing
- e) User Experience
- f) Meta Tags
- g) Conversion funnel

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**St Aloysius College (Autonomous)  
Mangaluru**

**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)  
November - 2018**

**ORGANIZATIONAL COMMUNICATION**

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Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any THREE of the following: (3X15=45)**

1. Barriers of communication can distort or prevent communication within an organization. Elucidate.
2. Discuss the classical theories of organizational communication.
3. Delineate the different forms of employee communication within an organization.
4. What is crisis communication? Delineate the efforts taken by the company to overcome a crisis situation.
5. Discuss the role of HR in an organization.

**SECTION – B**

**Write short notes on any FIVE of the following: (5X5=25)**

- a) Cultural School
- b) Measurement of Communication
- c) Laws and Policies for Internet
- d) Ethics
- e) Conflict and Organizational Communication
- f) Building a Personal Brand
- g) Communication in HR

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**Semester III – P.G. Examination–M.A.(Journalism & Mass Communication)**  
**November - 2018**

**MARKETING COMMUNICATION**

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

Answer any **THREE** of the following:

(3X15=45)

1. Suppose you are the marketing communication manager of Samsung Galaxy brand. In the last 24 hours, certain mobile sets across India have been exploding randomly due to battery overheat. Social media is flooded with materials that are painting Samsung Galaxy in a negative light. Draw up a marketing communication plan to counter this crisis.
2. Develop a media plan and media mix for AYUSH SOAPS with special emphasis on traditional media. The plan must be for three month duration.
3. What are the various factors affecting niche marketing and industrial marketing. Illustrate your answer with suitable examples.
4. What is marketing and promotion process model?
5. Explain the role of IMC in marketing process.

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**SECTION – B**

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

(5X5=25)

- a) Newsletters
- b) B2B v/s B2C
- c) Branding
- d) Niche Marketing
- e) Direct marketing
- f) B2C
- g) Factors affecting Target Segmentation

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**St Aloysius College (Autonomous)**  
Mangaluru

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

November - 2018

**ENVIRONMENT AND MEDIA**

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MANGALORE-575 003

Max Marks: 70

Time: 3 hrs.

Answer any **THREE** of the following:

(3X15=45)

1. Should the media be an advocate or a watchdog while reporting about the environment? Substantiate by analysing media coverage of any two recent environmental issues.
2. What are the renewable sources of energy that are particularly suited for the Indian context? Why is it necessary to reduce our dependence on non-renewable sources of energy?
3. How can social media be used as a crucial tool to report about crisis situations in real time? Explain by analysing the coverage of the Kerala floods.
4. "Environmental issues are rarely deemed as "newsworthy" by media organisations driven by commercial interests. Hence, it is OK to sensationalise environmental stories in order to reach audiences." Do you agree with this statement? Discuss.
5. How can folk media be used to sensitise the public about the environment? Discuss using examples.

**SECTION - B**

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

(5X5=25)

- a) Forest Conservation Act
- b) Earth Summit
- c) Single use plastic
- d) South Africa's Day Zero
- e) Greenpeace
- f) Rachel Carson

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**St Aloysius College (Autonomous)  
Mangaluru**

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

**November - 2018**

**ADVERTISING PRODUCTION**

Time: 3 hrs.

Max Marks: 70

Answer any **THREE** of the following: (3X15=45)

1. What is advertising agency? Explain the functions of advertising agency.
2. Discuss in detail the principles of advertising design with respect to print advertising. Explain various elements used in advertising design with examples.
3. How do you measure the effectiveness of an ad campaign? Discuss the various methods used for the evaluation of advertising.
4. What are the different types of advertisement? Discuss any five with suitable examples.
5. Plan an advertising campaign for the product of your choice.

**SECTION – B**

Write short notes on any **FIVE** of the following: (5X5=25)

- a) Layout
- b) Dagmar
- c) IMC
- d) DDB Mudra
- e) David Ogilvy
- f) Direct Marketing
- g) Ideation

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**St Aloysius College (Autonomous)  
Mangaluru**

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

**November - 2017**

**TELEVISION PRODUCTION**

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Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following: (4X15=60)**

1. What is the importance of script in television production? Write a short script for a television talk show.
2. What is 3-point lighting? Explain with illustrations.
3. Differentiate between hard news and soft news in television.
4. What are the different stages of television production? Discuss.
5. What are the different audio components required for television production? Discuss.
6. What are the different stages of post production? Discuss in detail.

**SECTION – B**

**Write short notes on any FOUR of the following: (4X2½=10)**

- a) OB VAN
- b) Role of Floor Manager
- c) Meta Journalism
- d) Chroma Key
- e) Makeup and Costumes
- f) Graphics and Animation

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PH 101.3C

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**DIGITAL MEDIA MARKETING**

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Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following:**

**(4X15=60)**

1. What are the different methods and tactics used as a part of a Digital marketing Mix? Explain with relevant examples.
2. Develop a digital media plan for a food/FMCG company to promote their new late night catering service/line extension in Mangalore area. Make necessary assumptions.
3. "There is no single formula for success when it comes to Digital Media Marketing." Comment on the following statement, with references and examples across various sectors (eg: restaurants, hospitals, educational institutes etc)
4. Highlight the importance of online PR activities in ensuring a successful IMC plan. If you were appointed as the head of PR and Digital Marketing for your college, what techniques would you implement and how?
5. Does a digital marketing agency need to utilise digital marketing in order to promote themselves? Justify your answer with relevant examples.
6. Discuss the factors influencing selection of a digital media marketing and advertising agency. Also, explain differences between digital advertising agencies and traditional advertising agencies.

**SECTION – B**

**Write short notes on any FOUR of the following:**

**(4X2½=10)**

- a) Content Management
- b) E-Commerce
- c) Tracking ROI
- d) Earned v/s Paid Media
- e) Viral Marketing
- f) SEO and SEM

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**St Aloysius College (Autonomous)  
Mangaluru**

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

**November - 2017**

**RADIO PRODUCTION**  
**ST.ALOYSIUS COLLEGE**  
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Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following. Question no. 4 is compulsory:**

**(4X15=60)**

1. Differentiate between radio documentaries and radio features.
2. Explain the functioning of FM radio station.
3. Write a radio script for promoting admissions for the Journalism Department of St Aloysius College of Mangaluru. Duration 5 mints.
4. Compare AM and FM.
5. What are the ethics to be followed in radio broadcasting? Discuss with examples.
6. Internet radio is the future of radio broadcasting. Discuss.

**SECTION – B**

**Write short notes on any FOUR of the following:**

**(4X2½=10)**

- a) Phone-in programmes
- b) Phase modulation
- c) Sound effects
- d) Bumpers
- e) Radio magazine
- f) Radio PSA

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**ORGANIZATIONAL COMMUNICATION**

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**Time: 3 hrs.**

**Max Marks: 70**

**SECTION – A**

**Answer any FOUR of the following:**

**(4X15=60)**

1. What is organizational communication? Discuss various types of organizational communication with examples.
2. Discuss any model of organizational communication with a suitable diagram.
3. Delineate the responsibility of managers in communication.
4. Discuss the significance of human resource theory.
5. Examine the laws and policies relating to the Internet.
6. Delineate the ways of resolving conflicts in an organization.

**SECTION – B**

**Write short notes on any FOUR of the following:**

**(4X2½=10)**

- a) Group Dynamics
- b) Crisis Communication
- c) Open House
- d) Intra-personal Communication
- e) Barriers in Organizational Communication
- f) Human Relations School

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**MARKETING COMMUNICATION**

ST ALOYSIUS COLLEGE  
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Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following:**

**(4X15=60)**

1. Explain the factors influencing consumer behaviour.
2. What is Public Relation? Explain the different tools of P.R.
3. Suppose you are the marketing communication manager of Samsung Galaxy brand. In the last 24 hours, certain mobile sets across India have been exploding randomly due to battery overheat. Social media is flooded with materials that are painting Samsung Galaxy in a negative light. Draw up a marketing communication plan to counter this crisis.
4. What is the role of IMC in Branding and Positioning? Discuss with suitable examples.
5. Explain the different types of advertising with examples for each.
6. How do we use advertising and promotion to build a brand?

**SECTION – B**

**Write short notes on any FOUR of the following:**

**(4X2½=10)**

- a) G2C Communication
- b) House Journal
- c) TRP
- d) Jacket Advertisement
- e) David Ogilvy
- f) Niche Marketing

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**ENVIRONMENT AND MEDIA**

S. ALOYSIUS COLLEGE  
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 MANGALORE-575 003

Time: 3 hrs.

Max Marks: 70

**SECTION – A**

**Answer any FOUR of the following in 450 words each: (4X15=60)**

1. "Objectivity is not always a desired trait while reporting science." Do you agree with this statement? Explain.
2. What are non-renewable sources of energy? Why is dependence on them detrimental particularly in the Indian context?
3. What are the differences between writing for print and writing for broadcast while covering science news?
4. How can new media be harnessed to inform online public about environmental issues?
5. "Generic engineering has never been about saving the world, its about controlling the world", Vandana Shiva. Explain.
6. What is the role of cinema in drawing attention to environmental concerns? Cite suitable examples.

**SECTION – B**

**Write short notes on any FOUR of the following: (4X2½=10)**

- a) Solar Energy
- b) Wearable technology
- c) Biodiversity Act
- d) Earth summit
- e) Kyoto Protocol

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**St Aloysius College (Autonomous)**  
**Mangaluru**

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

**November - 2017**

**ADVERTISING PRODUCTION**

**Time: 3 hrs.**

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**Max Marks: 70**

**SECTION – A**

**Answer any FOUR of the following:**

**(4X15=60)**

1. What is advertising agency? Explain the structure of advertising agency.
2. What is direct marketing? Explain different types of direct marketing.
3. What are the limitations and advantages of Internet advertising?
4. What are the different methods used for evaluation of advertisement?
5. What are the elements to be kept in mind while creating a TV advertisement?
6. Why is marketing communication important in advertising?

**SECTION – B**

**Write short notes on any FOUR of the following:**

**(4X2½=10)**

- a) DAGMAR
- b) Copywriting
- c) Direct Mail
- d) Out door advertising
- e) Bill boards
- f) Flyers

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