

S.NO. 273

BATCH: 2004 - 2014

Reg. No.

END OF SEMESTER EXAMINATIONS, APRIL/MAY - 2017  
JOURNALISM AND MASS COMMUNICATION  
SUBJECT CODE: 11UAEN21

MAJOR: B.A English Language and Literature  
TIME : 3 HOURS

SEMESTER : VI  
MAX. MARKS : 75

**SECTION - A (6X2½= 15)**

**Answer any SIX of the following in one or two sentences:**

1. What are the most common elements in the codes of ethics?
2. State any two social responsibilities of the Press Council.
3. What makes a good journalist?
4. State the different types of communication.
5. Give examples for mass media.
6. State any two uses of internet in communication.
7. Name some news agencies.
8. What is the role of a proof reader?

**SECTION - B (5 X 4 = 20)**

**Answer any FIVE of the following in about 150 words each:**

9. What are the canons of Journalism?
10. Describe the social responsibilities of the Press.
11. What are the special features of Journalistic writing?
12. List out the responsibilities of a proof reader.
13. Write any ten symbols for correcting proofs.
14. Write a short note on e - Communication.
15. What is the use of technology in Communication?

**SECTION - C (4 X 10 = 40)**

**I. Answer any THREE of the following in about 500 words each:**

(3 X 10 = 30)

16. Write an essay on Journalism.
17. Give an elaborate study on the special virtues of a journalist.
18. Write about the verbal and non - verbal communication.
19. Write a detailed study on news agencies.
20. Describe briefly on the ways of proof reading.

**II. Proof read the following passage wherever necessary:**

(1 X 10 = 10)

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Communicating with your target market can seem in the wind - your message won't always reach fertile minds. So what we strive to do is help you increase awareness and response rates by designing to communicate, not just decorate; to influence the minds of as many as possible.

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