

St. Joseph's Degree & PG College

(Autonomous)-Affiliated to Osmania University

Re-Accredited by NAAC with "A" Grade

King Koti Main Road, Hyderabad – 500029

MA (Journalism & Communication) II Year/ Semester –IV

September - 2020 Examinations

Subject: CORPORATE COMMUNICATION

Time: 2 Hrs.

Max. Marks: 60

Date: 21-09-2020

I. Answer ANY FIVE of the following questions.

5x12=60Marks

1. Discuss the Schools of thought – Scientific Management, Human relations and systems approach.
2. Explain in detail the process of Organizational Communication its application and relevance in India.
3. Critically discuss on the role and importance of types of Communication.
4. What is Networks importance and Networks Analysis? Explain.
5. Explain in detail the concept of PR and Change Management.
6. Comment on the concept of Quality circles, Total Quality Management and Six Sigma.
7. Discuss in detail the concept of Corporate PR and environmental analysis.
8. Discuss in detail the case studies of Corporate PR campaigns/departments in India.
9. Critically comment on the concept of Public Information in Government of India and role of PR in Voluntary sector.
10. Describe the role of Corporate Communication and PR on a Global Level – Future challenges.

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MA (Journalism & Communication) II Year/ Semester –IV
September - 2020 Examinations

Subject: DIGITAL JOURNALISM

Time: 2 Hrs.

Max. Marks: 60

Date: 22-09-2020

I. Answer any 5 questions.

5x12=60

1. Describe the characteristics of Online Journalism.
2. Discuss the trends in convergent Journalism.
3. Discuss the effects of Convergence with examples.
4. Describe the impact of Social Media on mainstream Journalism.
5. What are the ethical dilemmas in Digital Journalism?
6. Compare the professionalism in Digital Journalism and mainstream Journalism.
7. Describe the process of designing Web Pages.
8. What is a blog? Describe the process of building a Blog.
9. Discuss the role of video in modern News gathering.
10. Comment on the credibility of Digital Media.
