

Paper Code: DRC /MA /S3 /N19

St. Joseph's Degree & PG College

Autonomous-Affiliated to Osmania University

Re-Accredited by NAAC with 'A' Grade

King Koti Main Road, Hyderabad-29.

End Semester Examinations, October / November 2019

MA (Journalism & Communication) II Year

Semester – III

Subject: Development and Rural Communication

Time: 3 Hrs

Max Marks: 60

Date: 30-10-2019

Section-A

I. Answer all the questions in not more than one page each (5x 4=20Marks)

1. Explain the concept of rural development.
2. Discuss the various problems that hamper the development communication in India.
3. Write a case study of a development communication and its effects.
4. What do you understand by Development? Discuss.
5. Discuss the various development programmes and government attitude towards development.

Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each (5x8=40Marks)

6.a. What do you understand by development? Discuss the various development indicators.

Or

b. What is the concept of sustainable development? Explain with some examples.

7. a. "Media is a catalyst of development". Explain

Or

b. What do you understand by participatory communication and its role in development communication?

8. a. In the development communication how different types of media are used?

Or

b. What is the role of television in development?

9. a. "Radio is a boon for rural development". Explain.

Or

b. What is communication? Discuss the characteristic of Traditional media and its use in development communication.

10.a. According to you what are the basic hurdles in development of the new state of Telangana?

Or

b. "Print media is playing important role in the agriculture development" Explain with examples

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MA (Journalism & Communication) II Year

Semester – III

Subject: Communication Research Methods & Applications

Time: 3 Hrs

Max Marks: 60

Date: 01-11-2019

Section-A

I. Answer all the questions in notmore than one page each

(5x 4=20Marks)

1. Hypothesis
2. Variables
3. Research Design
4. Bibliography
5. Sampling

Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each

(5x8=40Marks)

6.a) Trace the evolution and phases of development of mass media research.

Or

b) Discuss various types of research and distinguish the major differences between qualitative and quantitative research.

7a) Explain various types of variables and how do you define variables operationally?

Or

b) What is the importance of historical studies in mass media research? Discuss in detail.

8 a) What are the advantages and disadvantages of using large samples in research studies?

Or

b) Define sampling error and measures to be taken to avoid it in research?

9 a) Discuss in detail the applications of t-test.

Or

b) How could multiple regression be used to predict a subject's media habits?

10 a) Explain the steps involved in the research process.

Or

b) What is the importance of style manuals in writing research reports?

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End Semester Examinations, October / November 2019

MA (Journalism & Communication) II Year

Semester – III

Subject: Semiotic & Communications

Time: 3 Hrs

Max Marks: 60

Date: 04-11-2019

Section-A

I. Answer all the questions in not more than one page each

(5x4=20Marks)

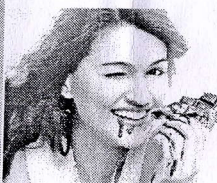
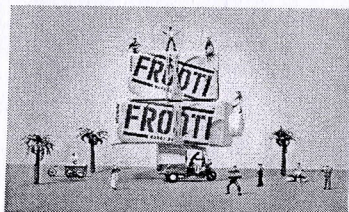
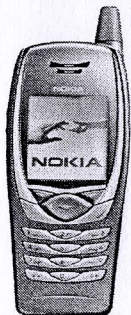
1. Differentiate Semiotics & semiology
2. Paradigms and syntagms
3. Sign value with examples
4. intertextuality
5. The semiotic meaning system

Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each

(5x8=40Marks)

6. A. Compare and contrast Peirce Model with Saussure Model with a note on the significance of each model
OR
B. Explain in details the signifying elements of a sign
7. A. Explain Peirce's types of signs giving an explanation of the practical and empirical consequences of each sign type.
OR
B. Explain the fundamental principles of visual organization with your examples.
8. A. Define a code, explain its types, and how they are formed from the chain of signs?
OR
B. Describe the cinematic and Televisual codes and how they are important to the creation of media texts.
9. A. Explain Gerard Genette's transtextuality and its types.
OR
B. Explain the article by Victor Burgin "Looking at Photographs" and describe the way it is narrated semiotically.
10. A. Explain in details the semiotic analysis of internet marketing/advertising using the pictures given below
OR
B. Do a deciphering of any of the following pictures with the guidelines for a print ad.



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End Semester Examinations, October / November 2019

MA (Journalism & Communication) II Year

Semester – III

Subject: New Media Technologies and Social Media

Time: 3 Hrs

Max Marks: 60

Date: 06-11-2019

Section-A

I Answer any FIVE of the following not exceeding more than one page **5x4=20**

1. Crowdsourcing
2. Write a note on hyperlinks.
3. Knowledge gaps
4. What is Veracity?
5. Write a short note on Wikipedia.

Section-B

II Answer all the questions using internal choice in not exceeding 4 pages each **5x8= 40**

6(A). Explain in detail the development of digital technology.

OR

(B). What are the pros and cons of New Media Technologies? Explain quoting relevant examples.

7(A). Describe in detail about the satellite technology and its basics.

OR

(B). Explain the origin and growth of internet in India.

8(A). Discuss in detail the case studies of Wiki leaks-Julian Assange and Edward Snowden.

OR

(B). Comment on the multimedia and emerging technologies in detail.

9(A). Discuss the history and impact of Digital Journalism on readers.

OR

(B). Explain the unique features of Web, Language, Web pages, home pages, design and layout of a website.

10(A). Discuss in detail the importance of Social Media and its impact on Radio, TV and Newspapers.

OR

(B). Comment on Social Media Activism and Politics with relevant contemporary examples.

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End Semester Examinations, October / November 2019

MA (Journalism & Communication) II Year

Semester – III

Subject: Human Resource Management

Time: 3 Hrs

Max Marks: 60

Date: 08-11-2019

Section-A

I. Answer all the questions in notmore than one page each (5x 4=20Marks)

1. Discuss the evolution of Human Resource Management?
2. What is the purpose of job analysis?
3. Explain the contents of orientation program
4. Differentiate between training and development
5. Differentiate between Job analysis & Job Design.

Section-B

II. Answer all the questions by using internal choice in not exceeding 4 pages each

(5x8=40Marks)

6 (a) Describe the scope and objectives of HRM

OR

(b) What are the major challenges of HRM

7 (a) Outline the process of Human Resource Planning

OR

(b) Enumerate the factors affecting Job design

8 (a) Explain the purpose and importance of recruitment

OR

(b) What are various types of interviews

9 (a) Explain the evaluation of training programs

OR

(b) Elaborate on (i) objectives of HRD (ii) Succession planning

10 (a) Discuss the objectives and process of performance appraisal

OR

(b) Explain the methods of job evaluation.
