

**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 Examinations March/April 2017

Semester-IV

**Subject: CORPORATE COMMUNICATIONS**

**Time: 3 Hrs.**

**Max. Marks:60**

**Date: 01-04-2017**

---

**Section – A**

**I. Answer All questions not exceeding one page each.**

**5x4=20**

1. Functional Organization
2. Grapevine communication
3. Six Sigma
4. Crisis PR
5. House Journal

**Section – B**

**II. Answer the following questions not exceeding three pages.**

**5x8=40**

6. a) Explain the scope of Organizational Communication and its relevance to the Indian Corporate Sector.

**OR**

- b) Explain the Systems approach of Organizational Communication and its importance.

7. a) Discuss the relationship between structure and Communication process in an Organization.

**OR**

- b) Describe the various types of organization communication processes, their advantages and disadvantages.

8. a) What is Change management? Discuss the role of PR in change management.

**OR**

- b) Explain the concept of quality? Describe the scope, objectives and need of TQM.

9. a) Elucidate how PR helps in issue analysis and its management in an organization.

**OR**

- b) Briefly describe the importance of Corporate PR. Discuss any two Indian Corporate PR campaigns.

10. a) What is Public Information? Describe the various governmental agencies concerned with the dissemination public information.

**OR**

- b) Discuss the functioning of PR in Non-profit organizations and their activities.

**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 Examinations March/April 2017

Semester-IV

Subject: **DIGITAL JOURNALISM**

Time: 3 Hrs.

Max. Marks:60

Date: 30-03-2017

**Section – A**

**I. Answer All questions not exceeding one page each.**

**5x4=20**

1. Web TV
2. Veracity of crowd sourcing news
3. Audience Analysis
4. Web page design
5. Online reading habits

**Section – B**

**II. Answer the following questions not exceeding three pages.**

**5x8=40**

6. a) Explain the salient features of Convergent Journalism  
**OR**  
b) Mention the broad uses of the various social media platforms available in today's world
7. a) Explain the changing role of journalists in today's Digital dominated world  
**OR**  
b) How does the state and its representatives use social media? Illustrate with examples.
8. a) What are the differences between online audiences and followers of Traditional media forms? Explain.  
**OR**  
b) Write and illustrative essay on web based Newspapers and their Audiences
9. a) Explain all the technical details related to web page designing and layout  
**OR**  
b) Write an essay on the importance of having a good user Interface for Web Media pages
10. a) What are the various ethics journalists in the digital age have to be aware of? Explain.  
**OR**  
b) Write an essay on the features of digital journalism.