

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 2018

Semester-IV

Subject: **DIGITAL JOURNALISM**

Time: 3 Hrs.

Max. Marks: 60

Date: 27-03-2018

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. Convergent journalism
2. User generated content
3. Interactive storytelling
4. Layout
5. Online readers

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) Explain the following: Info graphics, video on demand, internet radio and web TV and their importance.

OR

- b) Explain convergent journalism and its characteristics in detail.

7. a) Create a list of three popular trends in the World Wide Web, then write a brief summary of a story that might be written about each of them.

OR

- b) Which are the features of the online journalism? Explain the narrative properties of hypertext

8. a) What is participatory Journalism? Does Blogging qualify to be formal journalism? If yes/no – justify your answer with the logical arguments.

OR

- b) Write in detail with regard to the forms of online packages.

9. a) Which are the rules to be kept in mind for writing and creating online packages?

OR

- b) The elements of web authoring and publishing.

10. a) Write about the considerations for online editors: Technologizing and the news editing process.

(OR)

- b) Web design for online news for the following story 1 given below. One for the print and the other for online edition of the same news media organization.

STORY 1. Lance Naik Hanumanthappa Koppad (born 1 June 1983, Betadur, Dharwad district, Karnataka) was an Indian soldier who was noted for his brief survival of an avalanche at the Siachen Glacier in February, 2016. He belonged to the 19 Madras, the 19th battalion of the Madras Regiment of the Indian Army.

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MA (Journalism & Communication) II Year Examinations March/April 2018

Semester-IV

Subject: CORPORATE COMMUNICATION

Time: 3 Hrs.

Max. Marks: 60

Date: 29-03-2018

Section – A

I. Answer All questions not exceeding one page each.

5x4=20

1. Scientific Management
2. Grapevine Communication
3. Change management
4. PR dossiers
5. Press Release

Section – B

II. Answer the following questions not exceeding three pages.

5x8=40

6. a) Define Organizational Communication. Explain its application and relevance in India.

OR

- b) Briefly describe the various Schools of Management thought.

7. a) Discuss the various types of Organization Communication.

OR

- b) What are Networks? Explain the importance of Organization Network Analysis.

8. a) Explain Communication Audit. How can Communication Audit be used as evaluation system?

OR

- b) Elaborate the concept of Total Quality Management and its importance in an organization.

9. a) Describe corporate social responsibility and its relevance to an organization.

OR

- b) Discuss the role of PR in crisis management with a case study.

10. a) Elucidate the importance of Public information. Discuss the various government agencies in dissemination of public information.

OR

- b) Discuss the need of research and evaluation in Public Relations.
