

# 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**  
**March/April '2019 Examinations**

## **Subject: CORPORATE COMMUNICATION**

**Time: 3 Hrs.**

**Max. Marks: 60**

**Date: 28-03-2019**

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### **Section – A**

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

**5x4=20**

1. Explain the functions and scope of Public Relations in the Indian context.
2. Define Communication and discuss its types and process in an organization.
3. Analyze Communication Audit.
4. Discuss the need for social responsibility of Organizations towards different interest Groups.
5. What are New Age Media tools in PR? Illustrate the importance of New Age Media in the context of PR with a support of PR campaign.

### **Section – B**

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

**5x8=40**

6. a) What is Organizational Communication? Discuss its nature and types.  
**OR**  
b) What are the 7 C's of effective communication?
7. a) Explain the steps in implementing an effective employee communication program.  
**OR**  
b) What is Grapevine Communication? Explain with examples.
8. a) Explain the concept of Quality Management  
**OR**  
b) Public Relation is basically an image building exercise. Do you agree with this view? Yes/No, Justify
9. a) Enumerate on the need and relevance of Corporate Communication in India  
**OR**  
b) What is CSR? How is it related to Public Relations?
10. a) What are the tools used to produce Corporate Literature?  
**OR**  
b) Discuss various stages in Campaign Planning.

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**MA (Journalism & Communication) II Year/ Semester –IV**  
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**Subject: DIGITAL JOURNALISM**

**Time: 3 Hrs.**

**Max. Marks: 60**

**Date: 30-03-2019**

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**Section – A**

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

**5x4=20**

1. What is Online Journalism? Explain its characteristics?
2. What is user generated Content? Give an example.
3. What do you mean by Ethical dilemma in Digital Journalism?
4. What is the importance of design and layout while creating web page?
5. How do you use metrics to make coverage decisions?

**Section – B**

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

**5x8=40**

6. a) Write all the characteristics of Online Journalism?

**OR**

- b) What is the importance of convergent Journalism? Write a example of Video on Demand

7. a) Explain crowd sourcing issues of Veracity and Credibility in detail with an example?

**OR**

- b) Explain the use of Social Media by the Central & State government and their guidelines?

8. a) Explain professionalism in Digital Journalism versus mainstream media

**OR**

- b) What are the implications for Digital Journalists and mainstream media journalists and online readers?

9. a) 'Hyperlinks to new story deepen the interactivity and attributing sources'. Explain

**OR**

- b) Explain the purpose of Internet newspapers editions over traditional newspaper?

10. a) What is the role of video in modern news gathering ?

**OR**

- b) Documentaries are a different form of Digital Journalism. Explain

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