

St. Joseph's Degree & PG College

Autonomous-Affiliated to Osmania University

Re-Accredited by NAAC

King Koti Road, Hyderabad-29

End Semester Examinations July 2021 (April 2021 Cycle)

MA Journalism and Mass Communication

Year – II, Semester – IV

Subject: New Media & Digital Journalism

Subject ID : MA402A21

Max.Marks:60

Date :15-07-2021

Time: 2hrs 30minutes

Section-A

I. Answer the following questions 3x12=36

1. Explain in detail the concepts of Information Revolution and Information Society.

OR

2. A. Comment upon the phenomenon of Convergence.
B. Comment upon the impact of ICTs.
3. Elaborate upon the emergence of Digital Divide between Information Rich and Information Poor societies and its implications.

OR

4. A. Explain the concept of Obsolescence.
B. Explain the growth of Video on Demand and Web Television.
5. Explain the rise of Digital News, in India and abroad with relevant examples.

OR

6. A. Explain the utility of tools like Twitter, WhatsApp, and Skype as tools of Online Journalism.
B. Explain the significance of Content Planning.

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MA Journalism and Mass Communication

Year – II, Semester – IV

Subject: Corporate Communication

Subject ID : MA401A21
Max.Marks:60

Date :14-07-2021
Time: 2hrs 30minutes

Section A

Answer any three of the following: (3x12= 36 marks)

1.Explain the role and importance of Corporate Communication in promoting the image of an organization. Give examples.

OR

2. A: Explain the principles of Management .

B: Explain types of organisation.

3.Explain in detail organisation structure and functions of any big organisation of your choice.

OR

4. A. Explain the communication process in an organisation.

B. Explain types of communication in an organisation.

5. Discuss the role of Public Relations as a management function.

OR

6A. Explain the concept of organisation culture.

B. Explain the concept of quality management