

St.Joseph's Degree & PG College

**MA (Mass Comm) II Year – III Semester
End Semester Examinations February 2021**

Subject: Communication Research Methods & Applications

Subject ID :MA305N21

Date :24-02-2021

Max.Marks:60

Time: 2hrs 30 minutes

Answer All the Questions:

Max Marks: 60

1. Critically comment on the need for Mass Media Research in India.
OR
2. Discuss in detail various types of research.
3. Discuss in detail the various stages involved in the research process.
OR
4. Explain in detail how you will establish reliability and validity in research with examples.
5. Discuss various types of sampling g methods.
OR
6. Prepare a detailed questionnaire for any media research topic of your choice.
7. Explain the difference between quantitative and qualitative methods of research with relevant examples.
OR
8. Explain how you will formulate a hypothesis for a media research study and discuss the relevance of hypothesis formulation.
9. Critically comment on the status of communication research in India and support your answer with some examples.
OR
10. Explain in detail the various chapters involved in research report writing.

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MA (Journalism & Communication) II Year – III Semester

End Semester Examinations February 2021

Subject: Development & Rural Communication

Subject ID :MA303N20

Date :19-02-2021

Max.Marks:60

Time: 2hrs 30 minutes

Answer All the Questions:

5x12= 60

1. Discuss in detail the concept of Development with five examples.

OR

2. Critically comment on two theories and models of Development.

3. Explain in detail the nature and concept of Development communication with examples.

OR

4. Discuss the concept of sustainable development with three examples.

5. Discuss in detail the role of different media in Development Communication with five examples of your choice.

OR

6. Critically comment on use of ICTs and emerging technologies in Development Communication.

7. Explain in detail India's rural scene and rural social structures.

OR

8. Discuss in detail the role of traditional and folk forms in Rural Communication.

9. Discuss in detail the role of non-governmental organizations in bringing about social and economic upliftment.

OR

10. Explain in detail the concept of extension communication with two case studies.

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MA (Mass Communication & Journalism) II Year – III Semester

End Semester Examinations February 2021

Subject: Documentary Production

Subject ID : MA302N20

Max.Marks:60

Date :17-02-2021

Time: 2hrs 30 minutes

Answer All the Questions:

5X 12 =60

1. A .Describe the Six Modes of Documentary Representation (12M)
OR
B. Explain Voice in the Documentary and the different techniques of Narration. (12M)
2. A. Develop a Proposal, Treatment, and tentative Budget for your documentary (12M)
OR
B. Script a three-page Documentary and explain its structure (12M)
3. A .Discuss Camera Equipment, Lighting and Location Sound in a documentary production (12M)
OR
B. Discuss Direct Cinema, Participatory Cinema and Reflexive Cinema, (12M)
4. A .Examine Realism, Sound Effects and Visual Effects in Documentary editing (12M)
OR
B. Write about Distribution and Exhibition Spaces for Documentaries and Crowd Funding. (12M)
5. A .Comment on Ethical Issues in Documentary Making (12M)
OR
B. Explain how documentaries can raise awareness on Key Social Issues with examples (12M)

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MA (Journalism & Communication) II Year – III Semester

End Semester Examinations February 2021

Subject: Human Resource Management

Subject ID :MA304N20

Max.Marks:60

Date :22-02-2021

Time: 2hrs 30 minutes

Answer All the Questions:

5x12= 60

Answer all the questions

5x12=60

1. Elaborate upon the meaning, definition, and role of Human Resource Management in organizations.
OR
2. Outline three objectives and four models (with illustrations) of Human Resource Management.
3. Elaborate upon the process of Human Resource Planning and the factors that impact it.
OR
4. Discuss the need for, factors affecting, and popular approaches of Job Design.
5. Explain in detail the process of Recruitment, and the factors that effect it.
OR
6. Elaborate upon the process of Selection, and the need for evaluating it periodically.
7. Explain in detail the significance of, and the different types of Training for employees.
OR
8. Employee Career Planning is an important motivational tool. Elaborate.
9. Discuss in detail the different tools and techniques of Performance Appraisal.
OR
10. Explain in detail the scope of and methods by which Job Evaluation is carried out.

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MA (Mass Communication & Journalism) II Year – III Semester

End Semester Examinations February 2021

Subject: International Communication

Subject ID : MA301N20

Date : 15-02-2021

Max. Marks: 60

Time: 2hrs 30 minutes

ANSWER ALL THE QUESTIONS

12 x 5 = 60

1. Give an historical overview of International Communication

OR

Explain Cultural Imperialism vis a vis Media Imperialism.

2. Explain your point of view on Setting the Global News Agenda

OR

Explain CNN Effect

3. Explain growth of media in different countries across the world

OR

What is Cross Media Ownership and explain its advantages and disadvantages

4. Explain about disparities in International Communication

OR

What is Windhoek Declaration and what is its significance for Africans?

5. Write about Communication for Peace and Conflict Transformation

OR

Explain Communications Surveillance and what are its implications?
