

PH 101.3a

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**St Aloysius College (Autonomous)
Mangaluru**

Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

November - 2024

Television Production

Time : 3 Hours

Max. Marks : 70

SECTION-A

Write essays on any THREE of the following.

(3x15=45)

1. Compare and contrast the characteristics of live television broadcasts and pre-recorded content in terms of production challenges and audience engagement.
2. Analyze the communication and coordination aspects of a floor manager's role, including interactions with directors, talent, crew members, and producers. Discuss the importance of effective teamwork.
3. Imagine you are a television writer tasked with adapting a classic novel into a TV series. Outline how you would apply the 4 act structure to maintain the essence of the original work while catering to a television audience.
4. Imagine you are tasked with producing a documentary on a social issue. Outline the steps you would take, from research and pre-production to post-production, to create a compelling and informative documentary.
5. Create a hypothetical scenario where you are tasked with editing a television program for broadcast. Outline the steps you would take in the online editing process and explain the creative decisions you would make to achieve the desired visual and narrative effects.

SECTION-B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Director
- b. TV Commercial
- c. Back Light
- d. Scripting for TV
- e. Set design
- f. Multi-camera Production
- g. Fill Light

PH101.3c

Reg No :

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St Aloysius College (Autonomous)
Mangaluru
Semester III - PG Examination - M.A (Journalism & Mass Communication)
November - 2024
Digital Media Marketing

Time : 3 Hours

ST. ALOYSIUS COLLEGE
PG JOURNALISM & MASS COMMUNICATION
MANGALORU-575 003
Max. Marks : 70

SECTION-A

Write essays on any THREE of the following.

(3x15=45)

1. Define the core principles of direct marketing. Explain what is meant by the "Target" tenet and why it is crucial in digital media marketing. Provide examples of how businesses identify and define their target audience in the digital age.
2. Explain the basic principles and advantages of using WordPress as a content management system (CMS) for website development. What are the core components of a WordPress website?
3. Examine the impact of user experience (UX) on SEO. How does website usability, mobile-friendliness, and page load speed influence search engine rankings? Provide examples of how UX improvements can enhance SEO performance.
4. List and describe the key digital marketing channels commonly used in B2B marketing. How do these channels differ from those used in B2C marketing, and what types of content are typically shared?
5. Discuss the role of content personalization in mobile marketing. How do B2B and B2C marketers tailor mobile content to meet the preferences and needs of their respective audiences?

SECTION-B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Consumer Trends and Innovations
- b. Email List Building
- c. Keyword Research
- d. Content Analytics
- e. Mobile App Commerce (M-commerce)
- f. Blogging for Personal Branding
- g. User Engagement on Social Media

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St Aloysius College (Autonomous)
Mangaluru

Semester III - PG Examination -M .A (Journalism & Mass Communication)
November - 2024

Radio Production

Max. Marks : 70

Time : 3 Hours

SECTION-A

ST. ALOYSIUS COLLEGE
PG & RESEARCH
MANGALORE-575 003

(3x15=45)

Write essays on any **THREE** of the following.

1. Describe the process of digital audio production for radio. What tools and technologies are commonly used, and how do they enhance the production quality and efficiency of radio content?
2. Explain the role of the current affairs presenter and importance of research in engaging audience of Radio
3. Develop a radio format strategy for a new station targeting a niche audience.
4. Discuss the importance of program scheduling in FM radio. What factors should be considered when developing a program schedule, and how can effective scheduling enhance listener retention and engagement?
5. Compare and contrast the use of radio jingles and signtunes in creating brand identity. How do they impact audience recall?

SECTION-B

Write short notes on any **FIVE** of the following.

(5x5=25)

- a. Radio as a Medium
- b. Radio News Sources
- c. Radio drama
- d. Community Radio
- e. Musical Programs
- f. Radio Distribution Platforms
- g. Radio PSA

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**St Aloysius College (Autonomous)
Mangaluru**

**Semester III - PG Examination - M.A (Journalism & Mass Communication)
November - 2024**

Creative Strategy and Communication

Time : 3 Hours

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PG Library
MANGALORE-575 003

Max. Marks : 70

SECTION-A

Write essays on any THREE of the following.

(3x15=45)

1. Develop a comprehensive Creative Plan for a hypothetical digital marketing campaign promoting a new tech product. Discuss each phase of the plan, including objectives, creative strategies, messaging, and the selection of digital media channels.
2. Explain the significance of the preparation stage in the creative thought process. What activities and strategies can marketers employ during this stage to enhance their creativity?
3. Describe the importance of conducting competitor analysis as part of advertising research. How can understanding the competitive landscape contribute to the development of a unique selling proposition (USP) for a campaign?
4. Develop a comprehensive advertising copy for a hypothetical campaign promoting a socially responsible brand. Explain how the principles, elements, and structure of the copy align with the campaign's ethical objectives and messaging.
5. Define the term "Design" in the context of advertising and marketing communication. What is the primary purpose of design in these fields?

SECTION-B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Client Collaboration
- b. Pitch Rehearsals
- c. SWOT Analysis
- d. Project Timelines
- e. RGB vs. CMYK
- f. Brand Messaging
- g. Design Principles

PH 103.3

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St Aloysius College (Autonomous)
Mangaluru
Semester III - PG Examination -(M.A Journalism & Mass Communication)
November - 2024
Marketing Communication and Advertising

Time : 3 Hours

Max. Marks : 70

SECTION-A

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PG LIBRARY
MANGALORE-575 003

Write essays on any THREE of the following.

(3x15=45)

1. Compare and contrast the influence of social and personal factors on consumer decision making. Provide examples for both.
2. Compare and contrast the advantages and disadvantages of print advertising and television advertising in reaching specific target audiences.
3. Create a hypothetical international marketing plan for a company looking to expand its product/service offerings to a new international market. Justify your choices.
4. Create a hypothetical marketing plan for a product or service, outlining how your approach would differ if you were targeting a domestic market versus an international market. Justify your choices.
5. Discuss the impact of government policies and regulations on the agricultural supply chain and consumer prices?

SECTION-B

Write short notes on any FIVE of the following.

(5x5=25)

- a. Guerrilla Marketing
- b. Email Marketing
- c. Public Relation
- d. Magazine Advertising
- e. Designing Print Advertsiment
- f. Marketing mix
- g. Types of advertising agency.

PS 105.3

Reg No :

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St Aloysius College (Autonomous)
Mangaluru
Semester III- PG Examination-M.A (Journalism & Mass Communication)
November - 2024
Environment and media

Time : 3 Hours

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MANGALURU

Max. Marks : 70

SECTION-A

Write essays on any THREE of the following.

(3×15=45)

1. Explain the difference between renewable and non-renewable resources. Provide examples of each and discuss how their availability impacts environmental concerns.
2. Evaluate the effectiveness of existing climate change policies and strategies in mitigating environmental issues locally, nationally, and internationally. Provide examples of successful and failed interventions, citing reasons for their outcomes.
3. Suggest ways in which new media platforms like social media and digital news can collaborate with traditional media (newspapers, radio, and television) to create a comprehensive strategy for promoting environmental awareness and action.
4. Analyze how Indian environmental issues are framed in media campaigns. Choose two case studies and compare the creative strategies used to raise awareness or mobilize communities.
5. Write an essay on the environmental pollutions and steps available to mitigate them in India.

SECTION-B

Write short notes on any FIVE of the following.

(5×5=25)

- a. Explain the role of international environmental movements in raising global awareness about climate change. Provide examples of key activists involved.
- b. Explain the role of media in shaping public perception of environmental issues in India. How does media coverage influence public awareness and policy-making?
- c. Assess the impact of the Kyoto Protocol in reducing global carbon emissions. Do you think it was an effective strategy? Why or why not?
- d. Define biodiversity. Describe the Indian biodiversity.
- e. Evaluate the impact of Ecofeminist movements on shaping public policies related to environmental protection and gender equality.
- f. Assess the effectiveness of media campaigns in advocating for environmental sustainability. Provide examples to support your answer.
- g. Given a specific environmental issue (e.g., plastic pollution), outline how you would apply the planning steps to create a campaign addressing this issue.
