

AH4NPHC600a

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St Aloysius (Deemed to be University)

Mangaluru

School of Arts and Humanities (PG Programme)

M.A. (Journalism and Mass Communication)

Semester III – P.G. Examination

October/November - 2025

TELEVISION PRODUCTION

Time: 2¹/₂ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Reality Show
2. Panel Discussion
3. Data Journalism
4. Post Production
5. Director
6. Soap Opera v/s Reality Show
7. Linear Editing
8. Celebrity News

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. Analyze how the shift from print to online media has changed the expectations of journalists and content writers.
10. Differentiate between the skills required for preparing hard news stories and those required for feature or human-interest stories.
11. Evaluate the role of lighting in enhancing audience engagement during televised events such as concerts or sports broadcasts.
12. Compare the challenges faced in designing UI for television applications versus mobile or web-based platforms.
13. Discuss how both producer and director collaborate to ensure smooth production flow and quality output.

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October/November - 2025

DIGITAL MEDIA MARKETING

Time: 2¹/₂ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Sustainable content
2. Types of Content
3. A/B testing
4. Niche blogs
5. Cross-platform UX
6. Conversion tracking
7. AI tools in content creation
8. Sentiment analysis

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. Describe Web3 marketing in detail, including decentralisation and its potential to disrupt current marketing models.
10. Outline the workflow for developing a content strategy using tools like WordPress or Canva, explaining key steps from goal setting and audience research to creation, publishing, and performance tracking.
11. Discuss free vs. paid SERPs by explaining their display mechanics and user behavior data trends.
12. Describe the role of mobile UX in retaining customers, giving at least two examples of good UX practices.
13. Describe the role of hyper personalization (AR/VR/MR/XR) in digital media marketing. Provide examples.

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Semester III – P.G. Examination

October/November - 2025

RADIO PRODUCTION

Time: 2½ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Radio PSA
2. Radio actualities
3. Creative approaches to Radio Production
4. Types of microphones and its applications
5. Various roles in Radio Station
6. Radio Genres
7. Radio Commercials
8. Radio as a Medium

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SECTION – B

Answer any THREE of the following:

(10x3=30)

9. Examine the differences in form and style between a radio news script and a newspaper report.
10. Explain how Community Radio differs from Commercial Radio in terms of ownership, content, and audience.
11. Analyze the differences between a Radio Discussion and a Radio Interview in terms of purpose, style, and audience engagement.
12. Analyze the key elements that differentiate a live musical programme from a pre-recorded one.
13. Mention the different types of Radio ownership with suitable examples. Compare and contrast on how ownership impact on Editorial content.

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Semester III – P.G. Examination

October/November - 2025

CREATIVE STRATEGY AND COMMUNICATION

Time: 2½ Hours

Max Marks: 60

SECTION – A

Answer any SIX of the following:

(6x5=30)

1. Campaign Ideation
2. Presentation Techniques
3. Competitor Analysis
4. Consumer Surveys
5. Typography Basics
6. Creative Brief
7. Creative Pitch development
8. Using Analytics in Creative Strategy

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. Evaluate the importance of conducting a competitive analysis during the Creative Plan phase. How can insights from this analysis be used to differentiate a campaign and gain a competitive edge in the digital media landscape?
10. Define "Consumer Behavior" and discuss its significance in advertising and marketing communication. How can an understanding of consumer behavior inform campaign strategies?
11. Compare and contrast internal and external research in advertising, emphasizing their contributions to addressing strategic challenges.
12. List and explain the essential elements that comprise a copy in advertising. How do these elements work together to convey a persuasive message to the target audience?
13. Develop a comprehensive design concept for a hypothetical advertising campaign using principles from color theory. Explain how the color palette aligns with the campaign's objectives and target audience.

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St Aloysius (Deemed to be University)**Mangaluru****School of Arts and Humanities (PG Programme)****M.A. (Journalism and Mass Communication)****Semester III – P.G. Examination****October/November - 2025****ENVIRONMENT AND MEDIA****Time: 2½ Hours****Max Marks: 60****SECTION – A****Answer any SIX of the following:****(6x5=30)**

1. Evaluate the effectiveness of current biodiversity conservation strategies and suggest additional measures that could be implemented to enhance conservation efforts globally.
2. Analyze the evolution of environmental movements in India and internationally. Discuss their impact on shaping environmental policies and public awareness.
3. Briefly trace the history of environmental laws in India.
4. Analyze how the role of traditional media (newspapers, radio, television) has evolved over time in raising awareness about environmental protection. Compare it with the impact of new media on modern environmental campaigns.
5. Apply the concepts of objectivity and advocacy in environmental journalism to analyze the media coverage of one recent environmental controversy in India (e.g., Sterlite protest in Thoothukudi, the Endosulfan issue in Kerala, or Bengaluru lake frothing).
6. Examine the impact of recent technological advancements in renewable energy on reducing carbon emissions globally. How can governments integrate these advancements into policies to combat climate change more effectively?
7. Design a comprehensive environmental protection strategy for your local community by integrating lessons from recent COPs.
8. 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.

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SECTION - B

Answer any THREE of the following:

(10x3=30)

9. How can current environmental trends be applied to support the tenets of ecofeminism?
10. Compare the key provisions of the Environment Protection Act, 1986 and the Biodiversity Act, 2002 in terms of protecting endangered species.
11. How would the introduction of an invasive species affect biodiversity in a given ecosystem? Illustrate with a real-world example.
12. Trace some of the creative media campaigns across the world that have spoken for the environment.
13. Discuss how media organizations apply advocacy in their reporting on climate change. Cite a case where advocacy-driven coverage shaped public perception.

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