

**B.E./B.Tech. (Full time) DEGREE END SEMESTER EXAMINATIONS, NOV/DEC 2012**

**PRINTING TECHNOLOGY BRANCH**

**SIXTH SEMESTER – (REGULATIONS 2008)**

**PT9022 – MASS COMMUNICATION**

Time : 3 hrs

Max Mark:100

**ANSWER ALL QUESTIONS**

**Part – A (10 x 2 = 20 Mark)**

1. What are the types of non verbal communication?
2. What are the roles of mass media in a society?
3. Write any four proof reading marks and their meanings.
4. Draw and mark the nomenclatures used in a type.
5. What are the highlights of an editorial article?
6. What are analytical articles?
7. How will you classify the programs in a news channel in TV?
8. What are the ethics to be followed by a TV reporter?
9. What are the advantages of audio- visual aids?
10. Compare projected & non-projected aids.

**Part – B (5 x 16 = 80 Mark)**

11. Explain in detail about the various techniques of communication and their merits and demerits.
12. a. Describe in detail about the types of reporting.  
(or)  
b. What are the roles of an editor? Discuss in detail.
13. a. What are the aspects involved in writing for feature articles for newspaper and magazines.  
(or)  
b. Write short notes on i) Review articles ii) Commentaries iii) Columns
14. a. Explain in detail about the structure and function of Radio station.  
(or)  
b. Explain in detail about the administration and public affairs department in a TV station.
15. a. Explain in detail about the features of film appreciation.  
(or)  
b. Explain in detail about the types of communication research.