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B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013

PRINTING TECHNOLOGY BRANCH

SEVENTH SEMESTER

PT9022 – MASS COMMUNICATION

(Regulation 2008)

27

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Brief the purpose of mass communication.
2. Define: non-verbal communication
3. Write short note on typography.
4. Enumerate the news room procedures.
5. Why do we need columns?
6. What are the features of magazine?
7. Mention some salient features of broadcast journalism.
8. List down the function of public affairs department.
9. Write the purpose of charts as a visual communication aid.
10. What are visual communication aids?

Part – B (5 x 16 = 80 marks)

11. Discuss the any three theories and techniques of communication in detail
12. a) Explain the fundamentals of news gathering, reporting and evaluation in detail.
OR
b) Discuss the basic function of editorial department of a newspaper press in detail.
13. a) Compare and study the functionality difference of a newspaper house with the magazine.
OR
b) Explain the following.
i. Non- fiction writing (8) ii. Analytical article writing (8)
14. a) Briefly discuss the structure and functions of a television broadcast station.
OR
b) Describe how the various departments of a publishing house in detail using a schematic structure.
15. a) Explain the characteristics and use of various projected and non-projected aids in detail
OR
b) Discuss the various audio-visual techniques used in the communication in detail.