

PH 101.3a

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St Aloysius College (Autonomous)
Mangaluru

Semester III - P.G. Examination - M.A. (Journalism and Mass Communication)

November / December - 2023

TELEVISION PRODUCTION

ST. ALOYSIUS COLLEGE
PG Library
MANGALORE-575 003
SECTION-A

Time : 3 Hours

Max. Marks : 70

Write essays on any **THREE** of the following. (3x15=45)

1. Evaluate the impact of social media and citizen journalism on the traditional news production and presentation process. How can news organization adapt to these changes?
2. Critically analyze the techniques used by news anchors to engage and connect with their audience. How does their presentation style influence the viewer's.
3. Evaluate the role of emotional appeal in television commercials and PSAs. How do advertisers use emotions to connect with viewers.
4. Critically analyze the ethical considerations that arise when shooting outdoors, especially in public spaces. How can these considerations impact production decisions?
5. Compare and contrast the challenges and considerations in different genres of television content.

SECTION-B

Write short notes on any **FIVE** of the following. (5x5=25)

- a. Set design
- b. Production
- c. Indoor and Outdoor Studio
- d. Soap Opera
- e. Chroma key
- f. Multi-camera Production
- g. Interview



St Aloysius College (Autonomous)
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Semester III – P.G. Examination–M.A. (Journalism and Mass Communication)
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DIGITAL MEDIA MARKETING

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MANGALORE-575 003

Time: 3 Hours.

Max Marks: 70

Write essays on any THREE of the following

(3x15=45)

1. Explain the concept of consumer behavior in the context of digital media marketing. What are the primary factors that influence consumer decision-making online?
2. Imagine you are a digital marketing manager for a travel agency. Develop a creative AR or VR marketing campaign that allows potential customers to virtually explore vacation destinations. Outline the key elements of your campaign and explain how it aligns with the agency's business goals.
3. Imagine you are leading a web design team tasked with creating an e-commerce website for a fashion retailer. Develop a wireframe that outlines the layout and functionality of the website's product detail page. Explain how your wireframe aligns with the retailer's branding and user experience goals.
4. Analyze the importance of content optimization for search engines and user experience. How can businesses ensure that their content is both SEO-friendly and engaging for their target audience?
5. Imagine you are the mobile marketing manager for a B2C e-commerce company. Develop a comprehensive mobile marketing strategy that leverages mobile apps, social media, and SMS marketing to boost sales and customer engagement. Explain how your plan aligns with the company's goals.

Write short notes on ANY FIVE of the following

(5x5=25)

- a. Content Creation and AI
- b. Mobile E-commerce
- c. Heatmaps and User Session Recording
- d. Customer Loyalty Programs
- e. Lead Generation
- f. Split Testing Email Campaigns
- g. Website Analytics

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**St Aloysius College (Autonomous)
Mangaluru**

Semester III - P.G. Examination - M.A. (Journalism and Mass Communication)

November / December - 2023

**RADIO PRODUCTION
ST. ALOYSIUS COLLEGE
PG Library
MANGALORE-575 002
SECTION-A**

Time : 3 Hours

Max. Marks : 70

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

(3x15=45)

1. Enumerate the nature of radio broadcasting and its significance in mass communication.
2. Describe the characteristics and goals of a community radio.
3. List and describe the various types of radio programmes commonly used in radio production. How do sound effects contribute to storytelling and audience engagement?
4. List and describe the various roles within a radio station's team, from on-air talent to production staff. How do these roles contribute to the station's overall success?
5. Discuss the significance of kickers, bumpers, and links in radio program formatting. How do these elements enhance the flow and coherence of a radio show?

SECTION-B

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

(5x5=25)

- a. Radio Distribution Platforms (AM, FM, Digital)
- b. Radio News and Script writing
- c. Inclusivity in radio broadcasting
- d. RJ
- e. Production techniques for radio magazines
- f. Radio Features
- g. The role of jingles in branding and marketing

PH 102.3d

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Mangaluru

Semester III - P.G. Examination - M.A. (Journalism and Mass Communication)

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CREATIVE STRATEGY AND COMMUNICATION

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MANGALORE-575 007

Time : 3 Hours

Max. Marks : 70

SECTION-A

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

(3x15=45)

1. Define the concept of a "Creative Strategy" in the context of digital media marketing. Provide examples of how creative strategies can be utilized to enhance the effectiveness of marketing campaigns.
2. List and describe each of the five stages of creativity. How do these stages contribute to the development of creative solutions in the field of digital media marketing?
3. List and describe the key components of a comprehensive advertising brief. How do these components contribute to clear communication and alignment among team members?
4. Describe the importance of copy structure in advertising. What are the key components and techniques used to organize and present copy effectively?
5. List and explain the core principles of graphic design. What are the fundamental guidelines that graphic designers should consider when creating visual content?

SECTION-B

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

(5x5=25)

- a. Unique Selling Proposition (USP)
- b. Psychographic Profiling
- c. Target Audience
- d. Account Management
- e. Image Editing
- f. Adaptability in Tone
- g. Negative Space in Graphic Design

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Semester III - P.G. Examination - M.A. (Journalism and Mass Communication)

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ADVERTISING AND MARKETING COMMUNICATION

Time : 3 Hours

Max. Marks : 70

SECTION-AWrite essays on any **THREE** of the following.ST.ALOYSIUS COLLEGE
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1. Using a real-life product or service, illustrate the stages of the consumer decision-making process and the factors that influence it.
2. Compare and contrast the roles and responsibilities of a creative department and a media planning department within an advertising agency.
3. Create a sample media plan for a new product launch, detailing the choice of media channels, budget allocation, and rationale behind each decision.
4. Compare and contrast the cultural, legal, and political factors that impact international marketing strategies versus those that impact domestic marketing strategies.
5. Analyze the role of government policies and regulations in shaping the landscape of agricultural marketing. Discuss their potential impacts, both positive and negative.

SECTION-BWrite short notes on any **FIVE** of the following.**(5x5=25)**

- a. Psychographic Segmentation
- b. Promotional Mix
- c. Social Media Marketing
- d. Brand Positioning
- e. Industrial Marketing
- f. Integrated marketing communication (IMC)
- g. Advertising Agency

PS 105.3

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

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ENVIRONMENT AND MEDIA

Time: 3 Hours.

Max Marks: 70

SECTION A

Write essays on any THREE of the following (3x15=45)

1. Describe any five significant threats to biodiversity. Give an example of a species affected by each of these threats.
2. What is environment reporting? What are the objectives and techniques of writing environment stories?
3. What is Eco Feminism? What are the different types of Eco Feminism?
4. Design a campaign taking up any local issues and explain the steps involved in the process of designing an environment campaign
5. Mention the major environment programmes and strategies by Government of India. Explain with its impacts.

SECTION B

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Write short notes on ANY FIVE of the following (5x5=25)

- a. Chipko Movement
- b. Kyoto Protocol
- c. Environment Protection Act
- d. Podcasts
- e. Television for development
- f. Major environment activists
- g. Biodiversity Act
