

PH 102.4c

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St Aloysius College (Autonomous)
Mangaluru

Semester IV – P.G. Examination–M.A.(Journalism & Mass Communication)
September - 2020

BRAND PLANNING AND MANAGEMENT

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Brands have physical as well as psychological features – Explain with the help of Dove campaigns?
2. What are the strategies to build and sustain brand equity?
3. Delineate the strategies to inculcate brand loyalty among customers.
4. Explain the new product development process.
5. Describe the modern vehicles of brand planning and management.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Completion analysis
- b) Brand differentiation
- c) Brand leveraging
- d) Market estimation
- e) Brand extention
- f) Global Branding
- g) Brand Manager

PS 104.4

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St Aloysius College (Autonomous)

Mangaluru
Semester IV – P.G. Examination – M.A.(Journalism & Mass Communication)
September - 2020

MEDIA CULTURE AND SOCIETY

Time: 3 hrs.

Max Marks: 70

SECTION – A

Answer any **THREE** of the following:

(3x15=45)

1. How does media ownership determine the editorial decisions made in a television news channel? Explain by using a suitable case study from the Indian context.
2. Media texts have the power to shape an audience's knowledge and understanding about gender, ethnicity, national and regional identity, and social issues. Analyse the aforementioned statement by explaining the importance of representations.
3. Ideology is defined as that which is "explicitly political" as well as "common-sensed, unconscious, and unrecognised". Explain this statement using suitable examples.
4. Attempt a critical analysis of any ONE of the following political cartoons about the Covid-19 crisis.

(a)

(b)



Credit: Barry Blitt-Air Mail, USA



Credit: Paresh Nath, The Khaleej Times, UAE

5. "There's no such thing as neutral education. Education either functions as an instrument to bring about conformity or freedom." — Paulo Freire, *Pedagogy of the Oppressed*.

Discuss Freire's words in the context of the importance of media education.

SECTION – B

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

(5x5=25)

- a) Media saturation
- b) Advertisers
- c) Roland Barthes' Myth
- d) Global village
- e) McBride Commission
- f) Effects of camera and crew
- g) Embedded journalism

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St Aloysius College (Autonomous)
Mangaluru

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

September - 2020

POLITICAL COMMUNICATION

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Media ought to perform the role of the fourth estate in a democracy. Elaborate.
2. Explain how media plays a significant role in shaping a person's national identity.
3. Using relevant examples, explain how propaganda is used as an instrument to shape public opinion.
4. How has globalisation benefitted and compromised the functioning of media and its ethics?
5. Public participation is key to a democratic setup and media enables it further. Discuss.

SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) E-governance in India.
- b) Journalism as public sphere
- c) Benedict Anderson and "The imagined community".
- d) Conflict of Interests
- e) Transnational news
- f) Print Capitalism
- g) Political socialisation

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**St Aloysius College (Autonomous)
Mangaluru**

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

**September - 2020
MEDIA MANAGEMENT**

Max Marks: 70

Time: 3 hrs.

SECTION - A

(3X15=45)

Answer any THREE of the following:

1. Sketch the organisational structure of Doordarshan.
2. Explain the theories of management.
3. What are the different types of media ownership?
4. Discuss the managerial problems of media.
5. Enumerate the management system of Indian news agencies.

SECTION - B

(5X5=25)

Write short notes on any FIVE of the following:

- a) Explain any three types of decision making.
- b) What is market driven media?
- c) Media conglomerate.
- d) Elucidate the administrative concerns of small newspapers.
- e) Explain the process of decision making.
- f) Give a picture of film industry management.
- g) Explain the following
 - i) Professionalism
 - ii) Trade unionism
