

PH 102.4c

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**St Aloysius College (Autonomous)
Mangaluru**

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

April - 2019

BRAND PLANNING AND MANAGEMENT

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Discuss the significance of customer analysis and competitor analysis.
2. A leading face cream company is now entering into baby skin care products. Discuss the brand building strategies that the company can use.
3. Why is sales and profit analysis important? How does it affect brand strategy?
4. Explain new product development process with an example.
5. What are the types of Brand extension? Explain the advantages and disadvantages of Brand extension.

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SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Product v/s Brand
- b) Sources of Brand equity
- c) Qualitative methods for sale forecasting
- d) Brand Identity
- e) Importance of IT and Brand management
- f) Brand classification
- g) Principles of Brand management

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**St Aloysius College (Autonomous)
Mangaluru**

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

April - 2019

MEDIA, CULTURE AND SOCIETY

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any **THREE** of the following:

(3X15=45)

1. What is Embedded Journalism? Discuss its relevance in present times.
2. What is hegemony? Discuss the role of media in sustaining hegemonic ideals.
3. Sigmund Freud and Jacques Lacan played an important role in shaping Laura Mulvey's work on visual pleasure. Discuss their influence on her work and also the criticisms of visual pleasure at 40 years.
4. Critically reflect the relationship between media and culture.
5. Discuss the concepts of Ferdinand De Saussure and how they impacted Roland Barthes Rhetoric of the Image.

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SECTION - B

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

(5X5=25)

- a) Global Village
- b) Media literacy
- c) Agenda setting
- d) Media convergence
- e) Media Ideology
- f) Framing
- g) Raymond Williams

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St Aloysius College (Autonomous)

Mangaluru

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

April - 2019

POLITICAL COMMUNICATION

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any **THREE** of the following:

(3X15=45)

1. "Globalisation of media is a bane to free and fair Press." Do you agree or disagree? Substantiate with suitable arguments.
2. Does media play the role of an adversary or an advocate to political parties? Explain with suitable case studies.
3. Discuss print capitalism with suitable examples.
4. "Political advertising is an important tool for political parties during election campaigns." Discuss.
5. Explain any three theories of political communication.

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SECTION - B

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

(5X5=25)

- a) Public Sphere
- b) Mediatisation
- c) Propaganda and national policy
- d) Media and national identity
- e) Transnational news
- f) E-governance
- g) Political socialisation

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St Aloysius College (Autonomous)

Mangaluru

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

April - 2019

MEDIA MANAGEMENT

Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any **THREE** of the following:

(3X15=45)

1. Critically comment on social commitment V/S profit making policy of a newspaper.
2. Discuss the administrative concerns of large newspapers.
3. Explain the organisational structure and function of a daily newspaper.
4. Decision making process in media houses is more crucial than any other organisation. Justify.
5. Enumerate the concept of market driven media.

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SECTION - B

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

(5X5=25)

- a) Editonal Policy
- b) Sketch the characteristics of an FM radio station.
- c) What are the major functions of news agencies?
- d) Explain any two theories of management.
- e) Write a note on any two leading news agencies in the world.
- f) Elucidate the management challenges of a small newspaper.
- g) Leader V/S Manager

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

April - 2018

ONLINE BROADCASTING

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Time: 3 hrs.

Max Marks: 70

SECTION - A

Answer any THREE of the following:

(3X15=45)

1. Trace the history of new media broadcasting.
2. Discuss copyright laws for online portals.
3. What are some of the models for generating revenue on YouTube?
4. Discuss the significance of viral videos in terms of marketing.
5. Why are short form videos so popular online in conveying news stories?

SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) iTunes
- b) Video Mashups
- c) WWE network
- d) Now This News
- e) Cross-Cultural Radio
- f) NetFlix.
- g) Unboxing videos for Indian market

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

April - 2018

BRAND PLANNING AND MANAGEMENT

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SECTION - A

Time: 3 hrs.

Max Marks: 70

Answer any THREE of the following:

(3X15=45)

1. What role does consumer analysis play in brand management?
2. What are the differences between Brand equity and Brand loyalty? Give examples wherever necessary?
3. Why is sales and profit analysis important? How does it affect the brand strategy?
4. How is brand value established in the market? What are the steps involved in Brand building?
5. It is easy to launch a new brand but difficult to sustain it. Do you agree with this statement? Explain your stance with example.

SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Importance of Branding
- b) New product development process
- c) Social media and brand planning
- d) Competitor analysis
- e) Brand ambassador in relation to brand image
- f) Market estimation
- g) Brand positioning

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

April - 2018

MEDIA, CULTURE AND SOCIETY

Time: 3 hrs

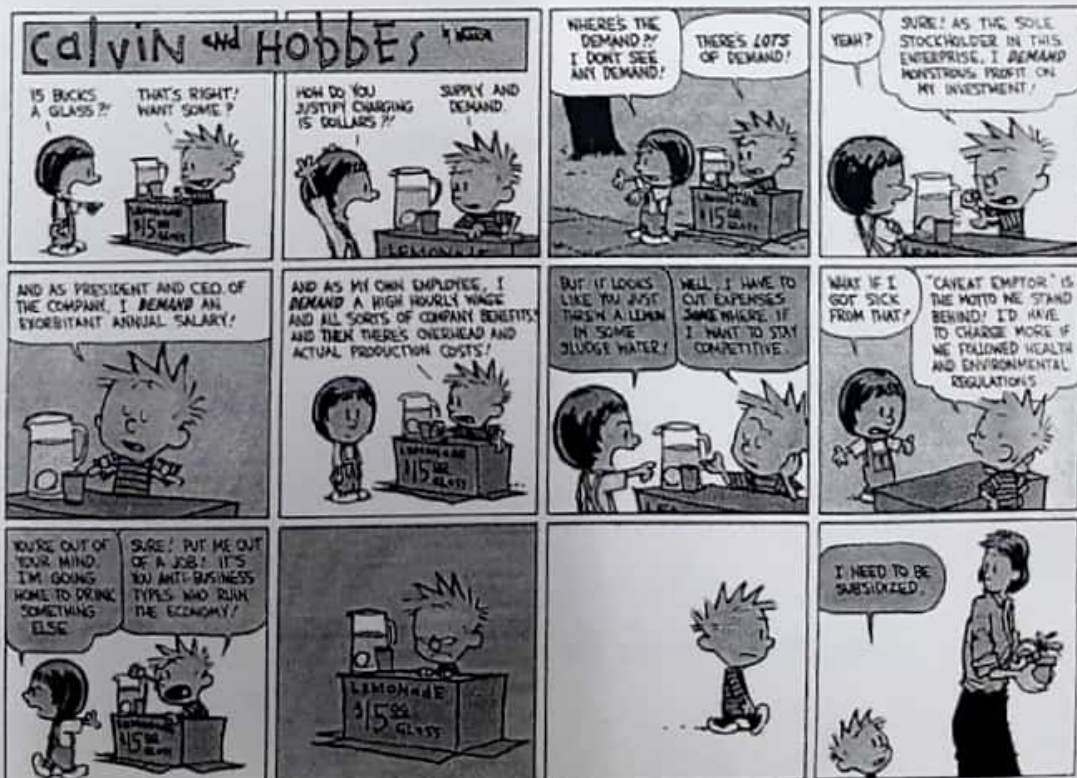
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SECTION - A

Max Marks: 70

Answer any THREE of the following, including Question No. 5 which is compulsory: (3X15=45)

1. How did the manufacture and management of information garner support for the Falklands Island War in 1982? Are similar practices used by government today? Elucidate.
2. How do advertisers and audiences influence the production of media content?
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. "Education either functions as an instrument which is used to facilitate integration of the younger generation into the logic of the present system and bring about conformity or it becomes the practice of freedom, the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world." Paulo Freire, *Pedagogy of the Oppressed*.
Discuss the importance of Freire's words in the context of why it is essential to study the media.
5. "The meaning of a media text does not merely lie in the intent of the author but is produced by a reader." Discuss this statement by analysing the following comic strip from Calvin and Hobbes.



Contd.....2

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Global Village
- b) Sources
- c) Effect of camera and crew in culture
- d) Myth
- e) Gatekeeping
- f) Framing
- g) Frankfurt School

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

April - 2018

POLITICAL COMMUNICATION
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SECTION - A

Time: 3 hrs.

Max Marks: 70

Answer any THREE of the following:

(3X15=45)

1. Illustrate any three theories of political communication by applying it to any recent events.
2. Analyse how communal outfits in India use propaganda to influence national policy.
3. Discuss the international dimensions of political communication.
4. Evaluate the role of media in propagating 'official' and 'unofficial' nationalisms.
5. Explain the nature and role of communication in the developing world with special reference to India.

SECTION – B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Public interest
- b) Political participation
- c) Media and democracy
- d) Political economy
- e) Print capitalism
- f) Media and national identity
- g) Political communication

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

April - 2018

MEDIA MANAGEMENT

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SECTION - A

Time: 3 hrs.

Max Marks: 70

Answer any THREE of the following:

(3X15=45)

1. Elucidate the structure and characteristics of FM radio in India.
2. Discuss the various ownership patterns of newspapers in India with its advantages and disadvantages.
3. 'Today there is importance of Market rather than thoughts in Journalism'. What do you understand by this statement?
4. Politics and Journalism are interconnected in India. Explain the advantages and disadvantages.
5. What are the advantages of a news agency? Does it resolve the inaccessibility of reporters and photographers towards certain beats? How?

SECTION - B

Write short notes on any FIVE of the following:

(5X5=25)

- a) Types of Advertisements
- b) Inflow of capital in Indian media
- c) Role of Doordarshan in national development
- d) Various media houses in India and their impact on democracy
- e) Misinformation and information war
- f) Conglomerates
- g) Ownership monopoly in Bollywood
