
MASS MEDIA & COMMUNICATION

(Two Hours)

Answers to this Paper must be written on the paper provided separately.

*You will **not** be allowed to write during the first 15 minutes.*

This time is to be spent in reading the question paper.

The time given at the head of this Paper is the time allowed for writing the answers.

Section A is compulsory. Attempt any four questions from Section B.

The intended marks for questions or parts of questions are given in brackets [].

SECTION A (40 Marks)

*Attempt **all** questions from this Section*

Question 1

- (a) State any two barriers to communication. [2]
- (b) State two ways to counter barriers to communication. [2]
- (c) What are feedback and feed forward? [2]
- (d) Explain briefly the process of communication. [2]
- (e) Explain briefly the context of communication. [2]

Question 2

- (a) What are headlines and bylines? [2]
- (b) Differentiate between gutter and white-space. [2]
- (c) Differentiate between broadsheet and tabloid newspapers. [2]
- (d) Mention any two differences between newspapers and magazines. [2]
- (e) Explain briefly page weighting. [2]

Question 3

- (a) Explain briefly “Rule of thirds” in photography. [2]
- (b) State any two formats in which photographs can be saved digitally. [2]
- (c) What are digital and analog photography? [2]
- (d) Explain briefly HD and UHD. [2]
- (e) What are plasma and LCD screens? [2]

Question 4

- (a) State any two benefits of Integrated Marketing Communications (IMC). [2]
- (b) What is direct marketing? [2]
- (c) Differentiate between consumer orientation and trade orientation. [2]
- (d) State any two new ways of advertising. [2]
- (e) What is public relations? [2]

SECTION B (60 Marks)

Attempt any four questions from this Section

Question 5

- (a) Explain any *five* of the 7Cs of effective communication. [5]
- (b) Explain any *five* principles of communication. [5]
- (c) How could we overcome problems faced when trying to communicate with people from a distant country? [5]

Question 6

- (a) Briefly explain the evolution of television. [5]
- (b) State any five characteristics of television. [5]
- (c) State any five elements of photo editing. [5]

Question 7

- (a) What five elements are to be kept in mind while making a page for a magazine? [5]
- (b) Explain any five principles of design for print media. [5]
- (c) Explain any five components of a page of a newspaper. [5]

Question 8

- (a) Explain the 4 Ps of marketing. [5]
- (b) What are the advantages and disadvantages of internet marketing? [5]
- (c) What is the difference between Advertising and Public relations? [5]

Question 9

Write short notes on the following:

- (a) Terrestrial broadcasting [5]
- (b) Satellite or DTH [5]
- (c) Online broadcasting (Webcast) [5]

Question 10

Answer the questions from the following case study:

Cup-Cup-Yum is a large instant-noodle company which for many years has been extremely popular among young children. The reason for their success is that children are only required to boil water, pour it into the container and then wait for the contents to soften. Preparation is easy and the product is very affordable.

Complaints started coming in along with consumers filing lawsuits against the parent company. It was found that the packaging was very easily damaged, causing leakage when hot water was poured into it. Children received severe burns from the boiling hot water.

A public relations officer was called in to deal with the situation. In a public announcement, the officer pointed out that the packaging specifically mentioned that it needs to be handled with care while pouring hot water as well as children were to only prepare their meal under adult supervision. The packaging was undamaged when leaving the factory and so the blame was shifted to the store keepers who did not store the product under proper conditions.

With reference to the above:

- (a) Explain the role of Public Relations. [5]
- (b) What are “Brand Image” and “Goodwill”? [5]
- (c) Explain crisis management. In this situation, explain how the Public Relation Officer managed the company’s crisis. [5]