D1BJM2502

Name: .....

Reg. No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

MINOR

JOU1MN104: MASS MEDIA ESSENTIALS

Time: 2 Hrs. **Maximum Marks: 70**

M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
1.	What is the role of feedback in the communication process?	3	2	CO1 CO2 CO3 CO4 CO5
2.	List the seven Cs of effective communication.	3	4	CO1 CO2 CO3 CO4 CO5
3.	Describe a situation where intrapersonal communication is crucial.	3	3	CO1 CO2 CO3 CO4 CO5
4.	What is the digital divide?	3	1	CO1 CO2 CO3 CO4 CO5
5.	Assess the potential negative effects of social media.	3	4	CO1 CO2 CO3 CO4 CO5
6.	What are the challenges of live news reporting?	3	2	CO2 CO3 CO4 CO5
7.	What is brevity in editing?	3	1	CO3 CO4 CO5
8.	Why is editing an important process in the publication of news?	3	2	CO3 CO4 CO5
9.	Write a short note on the evolution of Broad sheet newspapers.	3	1	CO3 CO4 CO5
10.	Explain the concept of white space in design.	3	2	CO3 CO4 CO5

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 36 Marks

No.	Question	M	BL	CO
11.	Discuss the role of culture in intercultural communication.	6	4	CO1 CO2 CO3 CO4 CO5
12.	What are the key characteristics of new media?	6	1	CO1 CO2 CO3 CO4 CO5
13.	Analyze the role of social media in social movements.	6	3	CO1 CO2 CO3 CO4 CO5
14.	Critically analyze the impact of social media on interpersonal relationships.	6	4	CO1 CO2 CO3 CO4 CO5
15.	Define citizen journalism.	6	1	CO2 CO3 CO4 CO5
16.	Discuss the challenges faced by journalists in reporting on sensitive topics.	6	3	CO2 CO3 CO4 CO5
17.	Compare and contrast the styles of different news organizations.	6	2	CO3 CO4 CO5
18.	Analyze the role of color in creating a visually appealing design.	6	3	CO3 CO4 CO5

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
19.	Discuss the global impact of mass communication, highlighting both its positive and negative consequences.	10	4	CO1 CO2 CO3 CO4 CO5
20.	Discuss the future of journalism in the digital age.	10	4	CO2 CO3 CO4 CO5