

(VCM40112)

UNIT III

M.Sc. DEGREE EXAMINATION, APRIL 2017.

3. (a) Identify various folk art forms and discuss about their role in development.

Fourth Semester

Or

Visual Communication

- (b) "Social change is possible through proper communication" – Justify.

Paper I — DEVELOPMENT COMMUNICATION

(Regulation 2012)

UNIT IV

Time : Three hours

Maximum : 70 marks

4. (a) Explain the scope of online marketing in India.

Answer ONE question from each Unit.

All questions carry equal marks.

Or

- (b) Discuss the role of globalisation in advertising.

UNIT I

1. (a) Define development and discuss its role and scope.

Or

- (b) Explain sustainable development concept.

UNIT V

5. (a) Identify the problems of development in India.

UNIT II

2. (a) What are the objectives and goals of development communication?

Or

- (b) Discuss the Everett Rogers model of development and explain its relevance to the present times.

- (b) "Development is a regular process" – Comment.

(VCM40212)

M.Sc. DEGREE EXAMINATION, APRIL 2017.

Fourth Semester

Visual Communication

Paper II — MEDIA LAWS AND ETHICS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Explain the salient features of Indian Constitution with examples.

Or

(b) Write about the evolution of media laws in India.

2. (a) Discuss the concept and scope of freedom of press in India.

Or

(b) Explain the provisions of Defamation in Indian Penal Code.

3. (a) Discuss the powers and functions of Press Council of India.

Or

(b) Write about Prasara Bharathi.

4. (a) Discuss the ethical issues in Indian media.

Or

(b) Explain about the social responsibility of a journalist.

5. (a) Discuss the importance of objectivity in reporting.

Or

(b) Explain about the qualities of a good reporter.

(VCM40312)

M.Sc. DEGREE EXAMINATION, APRIL 2017.

Fourth Semester

Visual Communication

Paper III — COMMUNICATION RESEARCH
METHODS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) How did scientific method of research
energy?

Or

(b) How does positivist school of research
influence mass communication research?

2. (a) Can semiotics play an important role in
image-based research?

Or

(b) What is causation in hypothesis building?

3. (a) How do you use measurement in
quantitative studies?

Or

(b) Examine the method of participant
observation as a research technique in mass
communication.

4. (a) Explain the use of correlation and chi-
square.

Or

(b) How do you summarise a research process
into a report?

5. (a) Write an essay on data tabulation.

Or

(b) How do you use SPSS in a mass
communication research?