

QP Code: D132741	Total Pages: 1	Name:
Register No.		

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1MN103 Introduction to Mass Communication

2024 Admission only

Maximum Time :2 Hours

Maximum Marks :70

Section A

All Question can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	Media
2	Digital Marketing
3	Editorial
4	Inverted Pyramid Style
5	Online Advertising
6	Sub editor
7	Print media
8	Reviews
9	Newspaper Layout
10	Search Engine Marketing

Section B

All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)

11	Analyze the role of mobile marketing in digital marketing, and detail the necessary steps businesses must implement to optimize their content for mobile devices.
12	Assess the benefits and drawbacks of digital media, and explain how these factors are changing the mass communication landscape.
13	Explain the different types of mass media and how they differ in terms of their characteristics and functions.
14	Analyze how visual elements are used to enhance storytelling in mass media, such as film and television.
15	Define email marketing and illustrate how businesses can use it to nurture leads and drive conversions.
16	Differentiate between mass communication and interpersonal communication, detailing the defining characteristics of each.
17	Explain the basic process of how search engines like Google work, and justify the importance of Search Engine Optimization.
18	Analyze the role of mass media in promoting cultural diversity and representation.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	Analyze the different roles of mass media and evaluate the specific ways media influence public opinion and shapes cultural values.
20	Analyze how multimedia storytelling improves the audience's experience, and identify the key elements that make a multimedia story effective in engaging and informing.