

QP Code: D132748	Total Pages: 1	Name:
Register No.		

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

JOU1MN103 - Introduction to Mass Communication

2025 Admission onwards

Maximum Time :2 Hours	Maximum Marks :70
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Section A

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

1	Mass communication
2	Influencer marketing
3	Stringer
4	Narrative arc
5	Tabloid Newspaper
6	News Bureau
7	Search engine optimisation
8	Vlog
9	Editorial cartoons
10	Noise in communication

Section B

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

11	What are the main challenges in producing multimedia stories?
12	What is social media marketing, and what are the main strategies in it
13	Explain the differences between intrapersonal and interpersonal communication.
14	What are the main sources of news in journalism? Explain briefly
15	What are the differences between linear and non-linear narratives?
16	What are the main types of news, and explain their key features?
17	What is email marketing, and what are its main advantages?
18	What are the main principles of editing a news story?

Section C

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

19	What are the functions and dysfunctions of mass media in a democratic society?
20	Discuss the key principles of newspaper layout and design, highlighting their significance in enhancing readability and visual appeal.