Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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|  |  |  |  |
| **Code :** | **17MC2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTRODUCTION TO MEDIA** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Differentiate between Intrapersonal, Interpersonal and Mass Communication. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Explain Social Media Communication as demonstrated on Whatsapp, Twitter and Facebook. | CO4 | 20 |
|  |  |  |  |  |
| 3. |  | Analyse selfie culture with relevant examples. | CO5 | 20 |
| **(OR)** | | | | |
| 4. |  | Discuss the impact of Television advertisements on children. | CO6 | 20 |
|  |  |  |  |  |
| 5. |  | Trace the evolution of Indian Cinema. | CO2 | 20 |
| **(OR)** | | | | |
| 6. |  | Analyse the growth of Tamil Cinema in India. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | ‘Radio in India has transformed into an entertainment avenue for youth.’ Comment. | CO3 | 20 |
| **(OR)** | | | | |
| 8. |  | List the characteristics of new media. Elaborate their features with examples. | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Write about the various types of communication with relevant examples. | CO1 | 20 |