

SECOND SEMESTER BA DEGREE EXAMINATION

(Career Related First Degree Programme under CBCSS 2014 Adm.)

Group 2 (a) :MALAYALAM AND MASS COMMUNICATION

VOCATIONAL COURSE-II

MX 1271 MALAYALAM JOURNALISM

MODEL QUESTION PAPER

- Time:3 Hours

Maximum: 80 MARKSI

I. Write answer in one word or maximum two sentences to the following:-

- 1) N.V.Krishna Varrier
- 2) Who is the author of Pathrangal vichithrangal
- 3)Varthamanam
- 4)Bhasha poshini
- 5) The founder editor of kerala kourmudy
- 6) Kerala Mithram was started by
- 7) Devji Bhimji
- 8) Asianet
- 9) Kandathil Varghese mappilai
- 10) Yathra

(1x10=10 Marks)

II. Write short answers to eight questions.each in about 60 words

- 11) Explain the contributions of Sahodaran Ayyappan
- 12) Discuss the new trends in Malayalam journalism
- 13) Chengulathu valiya kunjirama Menon
- 14) Explain the objectives of kerala press academy
- 15) write a brief note on Herman Gundert
- 16) Explain the contributions of Puthupally Raghavan

- 17) Critically analyse the FM channels
- 18) Karshakasree
- 19) Paschimatharaka
- 20) Janayugam
- 21) Al-ameen and Muhammed Abdul rahuman
- 22) Mathrubhumi TV

(8x2=16 Marks)

III. Give short essay type answer to any six questions.

- 23) Evaluate the popular Malayalam Magazines
- 24) How did technology influence the Malayalam press..
- 25) Analyze the contributions of K. Ramakrishna Pillai
- 26) Discuss the contributions of Kesari Balakrishna Pillai
- 27) Explain the contributions of Christian missionaries to Malayalam journalism.
- 28) Explain the growth of Malayala Manorama as a prominent Malayalam newspaper
- 29) How did Malayalam Press contribute to Indian freedom struggle
- 30) State the new trends in Malayalam journalism

(6x4=24 Marks)

IV) Write answers to any two questions

- 31) The layout and design of Malayalam newspapers has changed a lot in recent years. Discuss.
- 32) Discuss in detail the role of Malayalam press in the social and economic development of Kerala.
- 33) Discuss the new trends in Malayalam magazine Journalism
- 34) Evaluate Malayalam Television channels as a medium of communication

(2x15=30 Marks)