

**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)**