

**SRI PADMAVATHI MAHILA VISVAVIDYALAYAM::TIRUPATI**  
**(Women's University)**

M.Phil./Ph.D. Entrance Test - September, 2012

DEPARTMENT OF COMMUNICATION AND JOURNALISM

**Time: 3 hrs**

**Max. Marks: 100**

Answer any **FIVE** questions  
**Question No. 1 is compulsory**  
All questions carry equal marks

**(5X20=100)**

1. Design a research proposal for a topic of your choice, giving the details of the objectives, rationale for your topic and the methodology that you think is apt for your topic.
2. Trace the history and growth of newspapers in India.
3. Write a two-minute script for a radio jingle on MGNREGA.
4. Explain the various stages and programme formats for producing a television programme.
5. How does cross-media ownership effect circulation in the mass media.
6. Discuss the conflict of interest between ethics in journalism and functions of the media with suitable examples.
7. What are the different levels of measurement? Explain with suitable examples.
8. Discuss the role of social media in advertising and public relations.