

Reg. No .....

Name .....

18P3638

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2018**  
**SEMESTER 3 : MASTER OF COMMUNICATION AND JOURNALISM**  
**COURSE : 15P3MCJT11 : MAGAZINE JOURNALISM**  
*(For Regular - 2017 Admission & Supplementary - 2015/2016 Admission)*

Time : Two Hours

Max. Marks: 50

**Section A**  
**Answer any 5 (2 marks each)**

1. E-publishing
2. Sensitivity and attitude
3. Bleed Pictures
4. Volume and issue
5. Filmfare
6. Arun Purie
7. Malayala Manorama Weekly
8. Mathrubhumi Weekly

**(2 x 5 = 10)**

**Section B**  
**Answer any 5 (4 marks each)**

9. Tablets and mobile phones are the future determinants of magazine culture. Evaluate.
10. Transparency in the digital age
11. Explain with examples, the significance of colour in the layout of magazines.
12. Suggest a cover story for a current affairs magazine
13. Do you feel that magazine readership is declining? what can be the reasons ??
14. Skills required for a business magazine editor
15. Kerala Bhasha Institute
16. Emerging trends in Malayalam online magazine publishing

**(4 x 5 = 20)**

**Section C**  
**Answer any 2 (10 marks each)**

17. Give a suggestion for a feature in a supplement, on a recent trend in Malayalam Film Industry:
18. What are your remarks on magazine photography and recent trends?
19. Explain the contribution of magazines in socio cultural development of the country

**(10 x 2 = 20)**