

Reg. No .....

Name .....

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**  
**SEMESTER 3 : COMMUNICATION AND JOURNALISM**  
**COURSE : 15P3MCJT11 : MAGAZINE JOURNALISM**  
*(For Regular - 2018 Admission and Supplementary - 2015/2016/2017 Admissions)*

Time : Two Hours

Max. Marks: 50

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

1. Briefly explain Government Journals.
2. Briefly explain on Real estate magazines.
3. What is Cover lines ?
4. Define volume and issue.
5. Briefly write on 'The Week'
6. Write a short note about Arun Shourie.
7. Briefly explain 'Vanitha Magazine'
8. Write a short note on Mathrubhumi Weekly

(2 x 5 = 10)

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

9. What you meant by deadline in magazine journalism.
10. Write the promotional strategies & techniques in magazine publishing.
11. Are the news stand sales of magazines declining ? What can be the reasons and remedies?
12. What is the difference between readership and circulation?
13. Explain the different methods of distribution.
14. Write a short note about MT Vasudevan Nair.
15. Explain the role played by Women's magazines in the social and cultural context of Kerala.

(5 x 4 = 20)

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

16. Give a suggestion for a feature in a supplement on "Recent trends in Malayalam Film Industry".
17. Compare the layouts of two leading magazines.
18. Explain the contribution of magazines in socio-cultural development of the country.
19. Write an article for National Geographic magazine, about a cultural aspect of Kerala. Also give the photography plans for the article.

(10 x 2 = 20)