

**FACULTY OF ARTS**

**B.A. III – Year Examination, March / April 2016**

**Subject : JOURNALISM**

**Paper – III : Advertising and Public Relations**

**Time : 3 hours**

**Max. Marks : 100**

**Part – A (5 X 5 = 25 Marks)**

**Note : Answer all questions in about 100 words each.**

- 1 a) Advertising  
OR  
b) TVC
- 2 a) Media Selection  
OR  
b) Direct advertising
- 3 a) PSM  
OR  
b) Target audience
- 4 a) Propaganda  
OR  
b) Publicity
- 5 a) DFP  
OR  
b) PIB

**Part – B (5 X 15 = 75 Marks)**

**Note : Answer all questions in about 300 words each.**

- 6 a) Define the term advertising and explain its nature and scope.  
OR  
b) What is the impact of advertising on various sections of the society?
- 7 a) Explain various types of media advertising with suitable examples.  
OR  
b) What are the merits and demerits of outdoor advertising?
- 8 a) What are the elements of advertising copy?  
OR  
b) Explain various steps involved in an ad campaign.
- 9 a) Explain the nature and scope of Public Relations in developing countries.  
OR  
b) What are the elements of Public Relations?
- 10 a) What is the role of PR in Public Sector?  
OR  
b) Discuss the role of a Corporate in a Society.

**FACULTY OF ARTS**

**B.A. III – Year Examination, March / April 2016**

**Subject : JOURNALISM**

**Paper – IV : Media and Development**

**Time : 3 hours**

**Max. Marks : 100**

**Part – A (5 X 5 = 25 Marks)**

**Note : Answer all questions in about 100 words each.**

- 1 a) Education columns in Media  
OR  
b) Women columns in Media
- 2 a) Genetically modified crops  
OR  
b) Tribals and protected forests
- 3 a) Extension education and its importance  
OR  
b) Hazards of mining
- 4 a) Group discussions  
OR  
b) Demonstrations
- 5 a) "Down to Earth"  
OR  
b) Special pages in print media

**Part – B (5 X 15 = 75 Marks)**

**Note : Answer all questions in about 300 words each.**

- 6 a) What is the importance of Human Development Index? Explain its relevance.  
OR  
b) Discuss the atrocities against women with examples.
- 7 a) What is the role of folk and traditional media today? Are they still relevant? Discuss.  
OR  
b) Do development issues have a place in entertainment dominated electronic media? Discuss.
- 8 a) Cite a few examples of developmental schemes taken up by Telangana government for the welfare of BPL families and explain them.  
OR  
b) Discuss how electronic media can be effectively used to bring about awareness on HIV.
- 9 a) "Demonstrations are often used to highlight public issues". Discuss.  
OR  
b) Discuss about any special pages you have read in any newspaper on developmental issues.
- 10 a) Explain the importance of special pages in newspapers.  
OR  
b) Describe the present scenario of India broadcasting.

\*\*\*\*\*

Code No. 2510

**FACULTY OF ARTS**

**B.A. III – Year (Regular & CDE) Examination, March / April 2016**

**Subject: English**

**Paper – III  
Modern Language**

**Time: 3 Hours**

**Max. Marks: 100**

**Section – A (4x10 = 40 Marks)**

**Answer all the questions in about 30 lines each.**

- 1 a) What are the features of Romanticism in literature? ✓  
OR  
b) How is Modern literature different from the literature of previous periods?
- 2 a) Discuss the relationship between the middle classes and sentimental comedy in England.  
OR  
b) What is meant by the term 'Theatre of Ideas'? ✓
- 3 a) What are the features of Neo-classicism?  
OR  
b) Elaborate on the theory 'Art for Art's sake'. ✓
- 4 a) Explain the term 'stream of consciousness' with examples.  
OR  
b) What is the significance of social realism in 19<sup>th</sup> century novel in England? ✓

**PART – B (4x15 = 60 Marks)**

**Answer all the questions in about 60 lines each.**

- 5 a) Wordsworth's 'Tintern Abbey' is a good example of the Romantic age. Discuss. ✓  
OR  
b) What is the theme of Dylan Thomas 'Poem in October'?
- 6 a) Which character best serves as Shaw's spokesman in *Arms and the Man*?  
OR  
b) Write about the character of Captain Bluntschli. ✓
- 7 a) What does Dr. Johnson say about Shakespeare in his 'Preface'? ✓  
OR  
b) What is the function of criticism according to Mathew Arnold?
- 8 a) In *Lord of the Flies* Golding illustrates that evil is present in everyone and everywhere. Explain.  
OR  
b) What are some of the major themes in the *Lord of the Flies*.

\*\*\*\*

Handwritten marks and scribbles in the bottom left corner.



## FACULTY OF ARTS

B.A. III – Year (Regular &amp; CDE) Examination, March / April 2016

Subject: English

Paper – IV

Modern Language

Time: 3 Hours

Max. Marks: 100

- I a) Answer any ONE of the following in about 30 lines.** 10
- 1) Why does Kamala Das prefer to write in English? ✓
  - 2) How does A.K. Ramanujan express his nostalgia in the poem "love poem for a wife"? ✓
- b) Answer any ONE of the following in about 60 lines.** 15
- 1) What is the theme of A song for St. Cecilia's Day by A.D. Hope. ✓
  - 2) Discuss the theme of racism in Telephone Conversation by Wole Soyinka. ✓
  - 3) Comment on the use of imagery in the poem "A for cry from Africa" by Derek Walcott. ✓
- II a) Answer any ONE of the following in about 30 lines.** 10
- 1) Sketch the character Linda Loman. ✓
  - 2) Write about the character Bernard. ✓
- b) Answer any ONE of the following in about 60 lines.** 15
- 1) Discuss the role of family relationships as the central theme of the play Death of a Salesman. ✓
  - 2) Explain the merits of 'Jungle' and 'diamond' employed in Death of a Salesman? ✓
  - 3) What features of Biff Loman's personality show the realization of truth. ✓
- III a) Answer any ONE of the following in about 30 lines.** 10
- 1) Sketch the character Raju. ✓
  - 2) Write a brief note on Rosie. ✓
- b) Answer any ONE of the following in about 60 lines.** 15
- 1) Narayan's the Guide has a comic look at the life of a rogue but evolves into something quite different in the end. Justify. ✓
  - 2) What conflicting feelings does Raju's mother have toward Rosie? ✓
  - 3) What is Marco's attitude towards his wife? Do you agree with the view that macro purposefully "tricked" Raju into his crime? ✓
- IV a) Answer any ONE of the following in about 30 lines.** 10
- 1) What reasons does Socrates give for his connection? ✓
  - 2) Explain two reasons Antony gives to prove Caesar was not ambitious. ✓
- b) Answer any ONE of the following in about 60 lines.** 15
- 1) Nehru comes out as a great nationalist and humanist in his speech. Discuss. ✓
  - 2) What makes Socrates certain that no harm can come to a good man, neither in this life nor after death? ✓
  - 3) "Mark Antony is the Supreme Orator". Substantiate. ✓

\*\*\*\*

**FACULTY OF SOCIAL SCIENCES**

**B.A. III – Year (Regular/CDE/OUS) Examination, March / April 2016**

**Subject : Political Science**

**Paper – IV : International Relations**

**Time : 3 Hours**

**Max. Marks : 100**

**Note : This paper contains three parts – Part A, B, C. Part - A Long Answers, Part – B Short Answers, Part – C Very Short Answers.**

**PART – A (3x15=45 Marks)**

**Note: Answer any THREE of the following in about 50 lines.**

- 1 Discuss the nature and scope of International Relations. ✓
- 2 Examine the causes of First World War. ✓
- 3 Do you think that NAM is relevant in today's world order? Discuss. ✓
- 4 Describe the characteristics of the sovereign state system. ✓
- 5 Define Third world. Discuss its problems. ✓
- 6 Discuss about the structure of United Nations Organization. ✓

**PART – B (3x10=30 Marks)**

**Note: Answer any THREE of the following in about 30 lines each.**

- 7 Explain the Determinants of Indian's foreign policy. ✓
- 8 Evaluate the functioning of SAARC. ✓
- 9 What are the main consequences of second world war? ✓
- 10 Explain the causes for the end of cold war. ✓
- 11 Explain the important Arms control Agreement. ✓
- 12 What are the elements of National power? ✓

**PART – C (5x5=25 Marks)**

**Note: Answer any FIVE of the following in 10 lines each.**

- 13 Decolonisation ✓
- 14 Regional power ✓
- 15 Multi polarity
- 16 Collective security ✓
- 17 Human rights ✓
- 18 IMF
- 19 CTBT ✓
- 20 W.T.O. ✓
- 21 Imperialism ✓
- 22 Panchasheel ✓

\*\*\*\*\*



**FACULTY OF SOCIAL SCIENCES**

**B.A. III – Year (Regular / CDE / OUS) Examination, March / April 2016**

**Subject : Political Science**

**Paper – III : Political Thought**

**Time : 3 Hours**

**Max. Marks : 100**

**Note : This paper contains three parts – Part A, B, C. Part - A Long Answers, Part – B Short Answers, Part – C Very Short Answers.**

**PART – A (3x15=45 Marks)**

**Note: Answer any THREE of the following in about 50 lines each.**

- 1 What are the various sources of Ancient Indian Political Thought?
- 2 Discuss Manu's views on classification of society.
- 3 Describe M.N. Roy's Radical Humanism.
- 4 Critically examine Rousseau's concept of General Will.
- 5 Explain Nehru's views on Democratic Socialism.
- 6 Discuss Aristotle's views on the causes and remedies of Revolutions.

**PART – B (3x10=30 Marks)**

**Note: Answer any THREE of the following in about 30 lines each.**

- 7 Discuss briefly the Political Philosophy of Ancient Greeks.
- 8 Explain Saptanga Theory of Kautilya.
- 9 Explain Gandhi's views on Satyagraha.
- 10 Examine the views of Locke on Limited Government.
- 11 Explain the views of St. Thomas Aquinas on Law of Justice.
- 12 Examine briefly Karl Marx notion of class struggle.

**PART – C (5x5=25 Marks)**

**Note: Answer any FIVE of the following in 10 lines each.**

- 13 Concept of Rajadharma
- 14 Leviathan
- 15 Annihilation of Caste
- 16 Civil Society
- 17 Hobbes on State of nature
- 18 Plato's Communism of Wives
- 19 Dhamma
- 20 Arthashastra
- 21 Renaissance
- 22 Social Contract Theory

\*\*\*\*\*

**FACULTY OF SOCIAL SCIENCES**

**B.A. III Year (Regular) Examination, March / April 2016**

**Subject: Psychology**

**Paper – III: Child and Adolescent Psychology**

**Time: 3 Hours**

**Max.Marks: 75**

**Note: Answer any three questions from Part-A and any four questions from Part-B.  
Each question carries 5 marks in Part-A and 15 marks in Part-B.**

**PART – A (3x5 = 15 Marks)  
[Short Answer Type]**

- 1 Importance of Heredity and Environment in human development.
- 2 Hazards of Infancy stage
- 3 Play interests during early childhood
- 4 Mention the general characteristics of puberty
- 5 Impact of Family Relationship on Personality Development
- 6 Scope of Developmental Psychology

**PART – B (4x15 = 60 Marks)  
[Essay Answer Type]**

- 7 Explain the concepts of growth and development and discuss the factors influencing growth and development.
- 8 Describe the physical and speech development process during the stage of babyhood in detail.
- 9 Discuss the development of moral attitudes during the stage of late childhood.
- 10 What is puberty growth spurt? Describe the common concerns during puberty.
- 11 Describe the emotionality and sex behaviour during adolescence.
- 12 Enumerate Erikson's psychosocial stages of development.
- 13 Explain Gessell's developmental theory in detail.

\*\*\*\*

**FACULTY OF SOCIAL SCIENCES****B.A. III Year (Regular)(CDE/OUS) Examination, March / April 2016****Subject: Public Administration****Paper – III : Management of Resources****Time: 3 Hours****Max.Marks: 100****Note: This paper contains three parts, Part A, B & C. Part A Long Answers, Part B Short Answers and Part C Very Short Answers.****PART – A (3x15 = 45 Marks)****Note: Answer any three of the following in about 30 lines each.**

- 1 Explain the meaning and significance of Human Resource Management.
- 2 Write essay on importance of Financial Management.
- 3 Examine the composition and functions of Public Accounts Committee.
- 4 What is training? Explain the various types of training.
- 5 Describe the role of Finance Commission.
- 6 Write an essay on preparation of Budget.

**PART – B (3x10 = 30 Marks)****Note: Answer any three of the following in about 20 lines each.**

- 7 What is Pay? Explain the principles of pay.
- 8 What is stores? Explain the layout of the stores.
- 9 Explain the strategies of Employees Capacity Building.
- 10 Briefly explain Employee Redressal Mechanism at various levels.
- 11 Explain the Rewards and Incentives Management.
- 12 Write an essay on logistics management.

**PART – C (5x5 = 25 Marks)****Note: Answer any five of the following in about 10 lines each.**

- 13 Vote on Account
- 14 Indirect Recruitment
- 15 Downsizing
- 16 Modes of transport
- 17 Packing
- 18 Joint staff councils
- 19 Methods of procurement
- 20 Human Resource Audit
- 21 Seniority
- 22 Water Transport.



**FACULTY OF SOCIAL SCIENCES****B.A. III Year (Regular) Examination, March / April 2016****Subject: Public Administration****Paper – IV (A)  
Office Management****Time: 3 Hours****Max.Marks: 100****Note: This paper contains three parts, Part A, B & C. Part A Long Answers,  
Part B Short Answers and Part C Very Short Answers.****PART – A (3x15 = 45 Marks)****Note: Answer any three of the following in about 30 lines each.**

- ✓ 1 Discuss the meaning, scope and importance of Office Administration.
- ✓ 2 What is Office Environment? Discuss the importance of good working environment.
- 3 Explain the meaning and common barriers to communication.
- ✓ 4 Define Management by Objectives and discuss its importance in Office Management.
- 5 Write an essay on paperless office.
- 6 Discuss the issues and challenges in Office Management.

**PART – B (3x10 = 30 Marks)****Note: Answer any three of the following in about 20 lines each.**

- 7 What is Office Organization? Explain the advantages and disadvantages of different types of organization.
- ✓ 8 Discuss the need and significance of office forms.
- ✓ 9 Write an essay on office stationery.
- 10 Explain the importance and methods of office cost reduction.
- ✓ 11 What do you mean by work study? Highlight its importance in Office Management.
- 12 Write a brief note on changing face of Public Office Administration.

**PART – C (5x5 = 25 Marks)****Note: Answer any five of the following in about 10 lines each.**

- 13 Characteristics of an office
- ✓ 14 Types of office organization
- ✓ 15 Office planning
- ✓ 16 Purposes of office reports
- 17 Decentralized correspondence
- ✓ 18 Importance of work measurement
- ✓ 19 Staff Welfare
- ✓ 20 Front Office
- 21 Types of Typewriters
- 22 Modern Public Office

\*\*\*\*