

**FACULTY OF ARTS****B.A. III – Year Examination, March / April 2017****Subject: Journalism****Paper – III****Journalism (Advertising and Public Relations)****Time: 3 Hours****Max. Marks: 100****PART – A (5x5 = 25 Marks)****Note: Answer the following.**

- 1 a) Marketing  
**OR**  
b) Role of Advertising for marketing
- 2 a) Account executive  
**OR**  
b) Outdoor advertising
- 3 a) Product analysis  
**OR**  
b) Market Research
- 4 a) House Journal  
**OR**  
b) News letter
- 5 a) Public Sector  
**OR**  
b) PIB

**PART – B (5x15 = 75 Marks)****Note: Answer all questions**

- 6 a) Define advertising. Explain the social relevance of advertising in the Indian Society.  
**OR**  
b) Discuss the social and economic effects of advertising.
- 7 a) Discuss with examples the advantages and disadvantages of using electronic media for advertising.  
**OR**  
b) Describe the structure of an advertising agency and explain the functions of Account Executive and Creative Director in detail.

- 8 a) Advertising Campaign Planning is an important and integral part of a product launch. Design a campaign for launching a new Ketchup – Belmont. Identify objectives, target audiences, media mix and messages.

**OR**

- b) Prepare an advertising copy for a new mobile phone, with all elements (headline, slogan etc) in its layout.

- 9 a) Define Public Relations. Discuss the nature and scope of PR, its purpose and role in developing countries.

**OR**

- b) Discuss in detail the tools used by PR for effective communication.

- 10 a) Discuss the functions of media units of Government of India as public information disseminating agencies.

**OR**

- b) Discuss the role of PR in public and private sector organizations.

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**FACULTY OF ARTS**

**B.A. III – Year Examination, March / April 2017**

**Subject: Journalism**

**Paper – IV**

**Media and Development**

**Time: 3 Hours**

**Max. Marks: 100**

**PART – A (5x5 = 25 Marks)**

**Note: Answer the following in not exceeding 100 words each.**

- 1 a) Gender and media  
**OR**  
b) Environmental issues in media
- 2 a) Population as a problem  
**OR**  
b) Youth and aged population
- 3 a) Unemployment in times of recession  
**OR**  
b) Skills Vs Education
- 4 a) Field visits  
**OR**  
b) Extension communication
- 5 a) Agriculture programmes in India  
**OR**  
b) Developmental issues in media.

**PART – B (5x15 = 75 Marks)**

**Note: Answer the following in not exceeding 300 words each.**

- 6 a) What do we mean by human development? Is India lagging behind in it? Discuss.  
**OR**  
b) Mining in tribal areas has been a source of conflict. Why should it be? Discuss.
- 7 a) Do you think that there is adequate coverage of developmental issues in print media today? Discuss.  
**OR**  
b) Is industrial development happening at the cost of agricultural development? Explain.

8 a) Discuss in detail at least 2 successful welfare programmes of Telangana Government in recent times.

OR

b) What are the different agencies of the government that help in developmental activities of the State? Explain.

9 a) Write about any recent story that you have read on any development issue.

OR

b) Does radio still have a role in broadcasting developmental programmes in this age of FM? Discuss.

10 a) Write a short feature article on the spread of H N virus in the city. \_\_\_\_\_

OR

b) What steps can the government take to make Mission Kakatiya more participative?

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**FACULTY OF SOCIAL SCIENCES**

**B.A. III – Year (Regular)(CDE/OUS-Old) Examination, March / April 2017**

**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 30 lines.**

- 1 Write an essay on utilitarian theory of Jermy Bentham
- 2 Examine Manu's contribution to Ancient Indian political thought.
- 3 Discuss the main principles of platonian theory of education.
- 4 Write an essay on the contributions of Machiavelli to the history of Western Political thought.
- 5 Examine Gramsci's concept of 'Hegemony'.
- 6 Explain the sources of Ancient Indian political thought.

**PART – B (3x10=30 Marks)**

**Note: Answer any THREE of the following in about 20 lines each.**

- 7 Explain Gandhi's views of Religion and Politics.
- 8 Write about Aristotle's classification of Governments.
- 9 Examine Social contract theory of Rousseau.
- 10 Explain Kautilyas views on state and society.
- 11 Discuss M.N Roys Political Ideas.
- 12 Explain Karl Marx Dialectical Materialism.

**PART – C (5x5=25 Marks)**

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

- 13 Plato's Communism
- 14 Locke on Human Nature
- 15 Buddhist concept of 'Dhamma'
- 16 The Prince
- 17 Divine Law
- 18 Annihilation of caste
- 19 Hegelian Dialectic method
- 20 Satyagraha
- 21 Democratic Socialism
- 22 J.S. Mill on Liberty

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**FACULTY OF SOCIAL SCIENCES**  
B.A. III – Year (Regular)(CDE/OUS-Old) Examination, March / April 2017

Subject : Political Science

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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 30 lines.

- 1 Define international relations and discuss its importance.
- 2 Discuss the impact of second world war on international relations.
- 3 Critically examine the various determinants of national power.
- 4 Explain the problems of the Third World of Countries.
- 5 Examine the causes for the failure of the League of Nations.
- 6 Discuss the characteristics of Foreign Policy.

**PART – B (3x10=30 Marks)**

Note: Answer any THREE of the following in about 20 lines each.

- 7 Describe the characteristics of Nation State system.
- 8 Explain the causes for the end of cold war.
- 9 Elucidate the structure and functions of World Trade organization.
- 10 Examine the consequences of First World War.
- 11 Explain the important Arms Control Agreements.
- 12 Examine the important methods of Balance of Power.

**PART – C (5x5=25 Marks)**

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

- 13 Wilson's 14 points
- 14 Colonialism
- 15 The Security Council
- 16 'Peaceful Co-existence'
- 17 General Assembly
- 18 Environmental problems in contemporary world
- 19 Terrorism – meaning
- 20 N.A.T.O.
- 21 Multi-Polar World
- 22 Human rights in international relations

**FACULTY OF SOCIAL SCIENCES**

B.A. III – Year (Regular) Examination, March / April 2017

Subject : Psychology

Paper – III : Child and Adolescent Psychology

Time : 3 Hours

Max. Marks : 75

Note: Answer any three questions from Part – A and answer 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 Concept of Growth and Development.
- ✓ 2 Emotions of the Infants
- 3 Social behaviour in Late childhood
- ✓ 4 Puberty Growth spurt
- 5 Mention Erikson's psycho social stages of development.
- 6 Physical and social changes during adolescence

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

- ✓ 7 State the significance of developmental psychology. Enumerate the methods of studying human development.
- 8 Discuss the importance of conception. Explain the factors influencing prenatal development.
- 9 Write the process of development during early childhood.
- 10 Define adolescence. Write about the significance of family relationships and moral development during adolescence.
- ✓ 11 What is Puberty? Write the common concerns during puberty with examples.
- 12 Critically analyse Piaget's cognitive development.
- 13 Explain Freud's psychosexual stages in detail.

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**FACULTY OF SOCIAL SCIENCES**  
B.A. III – Year (Regular) Examination, March / April 2017

Subject : Psychology

Paper – IV (A) : Abnormal Psychology

Time : 3 Hours

Max. Marks : 75

Note: Answer any three questions from Part – A and answer 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 Biological approach to psychopathology
- 2 Hypochondriasis
- 3 Nature of somatoform disorders
- ✓ 4 Catatonic Schizophrenia
- ✓ 5 Childhood depression
- 6 Paranoid personality disorder

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

- ✓ 7 Define abnormality. Briefly discuss cognitive behavioural approach to psychopathology.
- 8 Describe symptoms of anxiety disorder. Briefly explain post Traumatic stress disorder.
- 9 Discuss in detail various pain disorders.
- 10 Discuss the nature and symptoms of dissociative disorder.
- 11 What are psychotic disorders? Discuss unipolar and bi-polar disorder
- ✓ 12 Explain in detail various eating disorders.
- ✓ 13 Discuss the role of humanistic – existential approach in the treatment of disorders

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**FACULTY OF SOCIAL SCIENCES**

B.A. III – Year (Regular)(CDE/OUS)(Old) Examination, March / April 2017

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, Part – C Very Short Answers.

**PART – A (3x15=45 Marks)**

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

- 1 Explain the meaning and scope of Human Resource Management.
- 2 Describe the powers and functions of the Finance Ministry.
- 3 Explain the composition and functions of the Estimates Committee.
- 4 What is Recruitment? Describe various methods of Recruitment.
- 5 Explain the Union-State Financial Relations.
- 6 What is meant by Budget? Explain the principles of Budget.

**PART – B (3x10=30 Marks)**

Note: Answer any THREE of the following in about 20 lines each.

- 7 What is meant by promotion? Explain the methods of promotion.
- 8 Briefly explain the methods of procurement.
- 9 Explain the role of Finance Commission.
- 10 Write an essay on Whitley Councils.
- 11 Describe the objectives of Performance Appraisal.
- 12 Write an essay on Employee Capacity Building strategies.

**PART – C (5x5=25 Marks)**

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

- 13 Zero Based Budget
- 14 Modes of Transport
- 15 Objectives of Human Resource Planning
- 16 Outsourcing
- 17 Components of Pay
- 18 Performance Budget
- 19 Warehouses
- 20 Store keeper-functions
- 21 Total Quality Management (TQM)
- 22 Types of Audit

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**FACULTY OF SOCIAL SCIENCES**  
**B.A. III – Year (Regular) Examination, March / April 2017**

**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, Part – C Very Short Answers.**

**PART – A (3x15=45 Marks)**

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

- 1 Explain the meaning and importance of sound organization structure.
- 2 Discuss the importance of lighting and ventilation from the point of view of efficiency of work.
- 3 What is records management? Explain the essential principles of records management.
- 4 What do you understand by office correspondence? Outline the significance of correspondence in a modern office.
- 5 Write an essay on staff welfare measures.
- 6 What do you mean by office automation? Discuss the advantages and disadvantages of office machines.

**PART – B (3x10=30 Marks)**

**Note: Answer any THREE of the following in about 20 lines each.**

- 7 Define office and explain the functions of modern office.
- 8 What is forms control? Explain the steps necessary for effective forms control.
- 9 State the advantages and disadvantages of centralized filing system.
- 10 Suggest the guiding principles for the issue of office stationery and supplies.
- 11 Explain the methods and techniques of office supervision.
- 12 Examine the important issues in office management in government.

**PART – C (5x5=25 Marks)**

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

- 13 Scope of Office Administration
- 14 Office Layout
- 15 Objectives of Forms Control
- 16 Purpose of Office Reports
- 17 Purchase procedure of office stationery
- 18 Techniques of work measurement
- 19 Work simplification
- 20 Management by objectives
- 21 Paperless office
- 22 Office social system

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