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.
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.

   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?
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 Jeremy Bentham
2. Examine Manu’s contribution to Ancient Indian political thought.
3. Discuss the main principles of platonic 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.
10. Explain Kautilya’s 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
FACULTY OF SOCIAL SCIENCES
B.A. III – Year (Regular)(CDE/OUS-Old) Examination, March / April 2017

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 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)


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.
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.
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

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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