



Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: BSS
Year: 3rd Term: 2nd Examination Year: 2026 Session: 2024-2025
Course Code: 0321 26 MCJ 3201 Course Title: Media, Culture and Society
Total Marks: 60 Time: 03 Hours Credit: 3.0
Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. How cultural hegemony is produced and maintained in society? Discuss. [L3; CLO4] 10
2. a) Describe critical theory in the perspective of electronic media in Bangladesh. [L4; CLO3] 05
b) Analyze media propaganda based on the five filters model of Noam Chomsky and Edward S. Herman. [L4; CLO4] 05
3. a) Define hot media and cool media according to Marshall McLuhan. [L1; CLO1] 03
b) Explain the roles of convergence, interactivity, and technological determinism in the digital age. Also evaluate whether the internet promotes democracy or social isolation. [L5; CLO5] 07
4. Critically explain the commodification of culture according to Marxist theory in the context of Western society and evaluate its impact on the youth society of Bangladesh. [L5; CLO6] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) To what extent is Bangladeshi culture transforming into a hybridized culture? Elucidate with examples. [L5; CLO3] 05
b) Describe the process of phenomenology with examples from your real-life experiences. [L3; CLO2] 05
2. a) What is media imperialism? [L1; CLO1] 02
b) Discuss how media imperialism has transformed the culture of 3rd world countries in the digital age. [L5; CLO3] 04
c) Evaluate whether regional media industries can challenge western media dominance. [L5; CLO3] 04
3. a) What is TikTok? [L1; CLO1] 02
b) Illustrate how social media platforms like TikTok shape modern mass culture. [L3; CLO3] 08

4. a) Bring out the denotative and connotative meanings of the following picture according to Roland Barthes. [L4; CLO2] 04
- b) Analyze the following image based on the paradigmatic axis and syntagmatic axis. [L4; CLO2] 06





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School: Social Science Discipline: Mass Communication and Journalism Program: BSS

Year: 3rd Term: 2nd Examination Year: 2026 Session: 2024-2025

Course Code: 0321 26 MCJ 3203 Course Title: Research in Communication and Media (Part-II)

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Define research problem. [L2; CLO2] 03
b) What are the steps involved in developing a research proposal? Discuss.[L3; CLO1,4] 07
2. a) The abstract and keywords function as the gateway to research- do you agree? Justify. [L3; CLO3] 05
b) How can a researcher write an effective abstract? Explain. [L2; CLO2] 05
3. Describe the major steps you will follow to conduct a systematic literature review.[L2; CLO3] 10
4. Prepare ethical standards to be followed to ensure integrity throughout the research process. [L4; CLO3] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) Explain population and sampling in research with an example. [L1; CLO2] 05
b) Discuss the advantages and disadvantages of random sampling. [L2; CLO2] 05
2. Imagine you are using in-depth interviews as research method. Explain the steps involved in conducting in-depth interviews, gathering data, and analyzing the collected information. [L3; CLO4] 10
3. a) Define content analysis. [L1; CLO2] 03
b) What steps should you follow while conducting a content analysis? Illustrate. [L5; CLO3] 07
4. Write short notes on any two of the following; [L1; CLO1] 2*5
(I) Boolean operators (II) Data saturation (III) Purposive sampling =10

Khulna University

School: Social Science

Discipline: Mass Communication and Journalism

Program: BSS

Year: 3rd

Term: 2nd

Examination Year: 2026

Session: 2024-2025

Course Code: 0321 26 MCJ 3205

Course Title: Broadcast Journalism

Total Marks: 60

Time: 03 Hours

Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*



Section A

There are 04 questions in this section. Answer any 03 questions.

1. Analyze the evolution of radio and television broadcasting and evaluate their contribution to the growth and transformation of broadcast journalism. [L5; CLO1] 10
2. a) What is a camera shot? [L1; CLO3] 03
b) Discuss how different types of shots contribute to narrative construction and audience interpretation in television news. [L5; CLO4] 07
3. Discuss how effectively National Broadcast Policy of Bangladesh balances issues of media freedom, state control, and public interest in the contemporary media environment. [L4; CLO4] 10
4. A television reporter is assigned to cover a sudden building collapse in Dhaka. Discuss the editorial, ethical, and technical challenges involved in delivering accurate live coverage in this context. [L6; CLO5] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. Analyze the fundamental elements of television communication, including audio-visual language, audience engagement, and programming structure. [L5; CLO2] 10
2. A successful television program depends as much on its script as on its visuals- discuss this statement critically with reference to the structure, language, and formatting of TV script writing. [L6; CLO3] 10
3. Examine the role of interview skills in broadcast journalism and evaluate how preparation, questioning techniques, and audience awareness contribute to successful interviews. [L4; CLO4] 10
4. Evaluate the contemporary relevance of community radio in promoting local participation and marginalized voices. [L5; CLO5] 10



Khulna University

School: Social Science Discipline: Mass Communication and Journalism Program: BSS

Year: 3rd Term: 2nd Examination Year: 2026 Session: 2024-2025

Course Code: 0321 26 MCJ 3207 Course Title: Advertising

Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Define advertising. [L1; CLO1] 03
b) Describe the main differences between advertising, public relations, and journalism, with examples. [L4; CLO1] 07
2. Imagine a student from the Mass Communication and Journalism Discipline at Khulna University needs to buy a laptop for the upcoming term. Using the five-step consumer decision-making process, illustrate how this first-time laptop buyer would make the purchase decision. [L6; CLO2] 10
3. a) Elaborate social criticism of advertising. [L1; CLO 2] 04
b) Examine the role of regulatory bodies in Bangladesh. [L3; CLO 2] 06
4. Imagine that you are launching a new brand in Khulna. Which brand archetype would you choose and why? Explain how it would shape the brand's identity and advertising strategy. [L6; CLO4] 10

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) Explain the key roles a headline plays in a print advertisement. [L4; CLO2] 05
b) Elucidate the various headline styles used by advertisers when preparing a print advertisement. [L4; CLO2] 05
2. a) How does digital advertising differ from traditional advertising methods? [L2; CLO3] 05
b) Investigate the role of social media influencers in shaping brand advertising in Bangladesh. [L3; CLO4] 05
3. A Bangladeshi entrepreneur wants to start a home-delivery food business. Using the main steps of the brand naming process, choose a suitable brand name and explain why you selected it. [L6; CLO4] 10
4. Analyze the strengths and weaknesses of the advertising provisions in Section 4 of the National Broadcasting Policy 2014 of Bangladesh. Support your discussion with relevant examples from broadcast advertising practices. [L4; CLO4] 10

Khulna University



School: Social Science Discipline: Mass Communication and Journalism Program: BSS
Year: 3rd Term: 2nd Examination Year: 2026 Session: 2024-2025
Course Code: 0413 26 HRM 3253 Course Title: Management and Media Marketing
Total Marks: 60 Time: 03 Hours Credit: 3.0

Instructions: *The figures in the right margin indicate marks. All questions are of equal value.*

Section A

There are 04 questions in this section. Answer any 03 questions.

1. a) Distinguish between management and strategic management with appropriate theoretical arguments. [L4; CLO1] 05
b) Critically evaluate which view of strategic management is most effective in today's dynamic business environment. [L5; CLO4] 05
2. a) Describe the steps involved in human resource planning. [L2; CLO3] 05
b) Discuss how firms can sustain competitive advantages using Porter's generic strategies. [L6; CLO5] 05
3. a) Discuss the 5C model of human resource management and analyze its significance in organizational performance. [L4; CLO4] 05
b) Analyze the common problems associated with the job analysis process and suggest ways to overcome them. [L4; CLO5] 05
4. a) A company prefers external recruitment to bring fresh talent. Evaluate this decision considering its benefits and drawbacks. [L5; CLO2] 05
b) As an HR manager, prepare a job description and job specification for the position of news reporter. [L6; CLO2] 05

Section B

There are 04 questions in this section. Answer any 03 questions.

1. a) What are the eight demand states in marketing? Explain with a proper example. [L1; CLO3] 05
b) Summarize about three key customer markets with proper examples. [L6; CLO3] 05
2. a) A newspaper is shifting from the traditional marketplace to digital platform. Apply the 4Ps to improve its market plan. [L3; CLO4] 05
b) BCG matrix has a strong connection with the product life cycle, supporting this argument. [L5; CLO4] 05
3. a) Explain the different modes of consumer behavior and their significance in marketing decisions. [L2; CLO1] 05

- b) Elaborate on the major factors influencing consumer behavior. [L6; CLO3] 05
- 4. a) Describe the concept of the social media marketing planning cycle and outline its importance in digital marketing. [L2; CLO3] 05
- b) Evaluate the importance of social media marketing ethics in maintaining brand reputation and customer trust. [L5;CLO2] 05