I. Write answer in one word or maximum two sentences to the following:-  

1) N.V.Krishna Varrier  
2) Who is the author of Pathrangal vichithrangal  
3) Varthamanam  
4) Bhasha poshini  
5) The founder editor of Kerala Koumudy  
6) Kerala Mithram was started by  
7) Devji Bhimji  
8) Asianet  
9) Kandathil Varghese mappilai  
10) Yathra  

II. Write short answers to eight questions. Each in about 60 words  

11) Explain the contributions of Sahodaran Ayyappan  
12) Discuss the new trends in Malayalam journalism  
13) Chengulathu valiya kunjirama Menon  
14) Explain the objectives of Kerala press academy  
15) Write a brief note on Herman Gundert  
16) Explain the contributions of Puthupally Raghavan
17) Critically analyse the FM channels
18) Karshaksree
19) Paschimatharaka
20) Janayugam
21) Al-ameen and Muhammed Abdul rahuman
22) Mathrubhumi TV (8x2=16 Marks)

III. Give short essay type answer to any six questions.
23) Evaluate the popular Malayalam Magazines
24) How did technology influence the Malayalam press..
25) Analyze the contributions of K.Ramakrishna Pillai
26) Discuss the contributions of kesari Balakrishna Pillai
27) Explain the contributions of Christian missionaries to Malayalam journalism.
28) Explain the growth of Malayala Manorama as a prominent malayalam newspaper
29) How did Malayalam Press Contribute to Indian freedom struggle
30) State the new trends in Malayalam journalism (6x4=24 Marks)

IV) Write answers to any two questions
31) The lay out and design of Malayalam newspapers has changed a lot in recent years. Discuss.
32) Discuss in detail the role of Malayalam press in the social and economic development of Kerala.
33) Discuss the new trends in Malayalam magazine Journalism
34) Evaluate Malayalam Television channels as a medium of communication (2x15=30 Marks)