

SECTION—C

5. Explain the Communication Models given by Shannon and Weaver, Wilber Schramm and Osgood.
6. Write short notes on :—
 - (i) Aristotle theory
 - (ii) Dance's Helical Model
 - (iii) Gate Keeping Model.

SECTION—D

7. Write in detail about Two-step and Multi-step flow theory of communication.
8. Write short notes on :—
 - (i) Hypodermic theory
 - (ii) Uses and Gratification theory.

Exam. Code : 103201

Subject Code : 1063

B.A./B.Sc. 1st Semester (Batch 2021-24)

MASS COMMUNICATION & VIDEO PRODUCTION

(Introduction to Communication)

Time Allowed—3 Hours]

[Maximum Marks—80

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Explain the meaning and process of communication.
2. What is intrapersonal, interpersonal and group communication ?

SECTION—B

3. Write in detail about 7c's of communication.
4. Explain the different kinds of barriers in the process of communication.