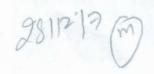
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Exam. Code: 103201

Subject Code: 1058

B.A./B.Sc. Ist Semester

JOURNALISM AND MASS COMMUNICATION

Time Allowed—3 Hours [Maximum Marks—80

PART—A

Note: - Attempt ALL. 991 vol kmalanelina una ala nedili

- Communication and the second property of the the secon 1.
- Kinesics 2
- Body language 3.
- Wilbur Schramm 4.
- Diad Communication 5
- Non—verbal Communication 6
- Mass Communication 7.
- Intrapersonal 8.
- **Group Communication** 9.
- 10. Noise.

 $2 \times 10 = 20$

PART-B

Note: — Attempt any 8 questions.

- Define process of communication.
- Discuss various types of non—verbal communication.

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(Contd.)

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- 3. Why communication is important?
- 4. Define verbal communication with suitable examples.
- 5. Discuss Shannon and Weaver's model of communication.
- 6. Discuss Aristotle's Model.
- 7. Discuss social media as a tool of communication.
- 8. What is an E-mail?
- 9. What do you understand by feedback?
- 10. How communication can be made effective?

5×8=40

PART—C

Note:—Attempt any 2 questions.

- 1. Discuss the latest trends in communication.
- 2. Discuss 7 C's of communication.
- 3. Discuss various tools of mass communication.
- 4. Discuss in detail process of communication.

2×10=20