

28/12/17 (M)

**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.**

1. Communication
2. Kinesics
3. Body language
4. Wilbur Schramm
5. Diad Communication
6. Non—verbal Communication
7. Mass Communication
8. Intrapersonal
9. Group Communication
10. Noise. 2×10=20

**PART—B**

**Note :— Attempt any 8 questions.**

1. Define process of communication.
2. Discuss various types of non—verbal communication.

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