

**Exam. Code : 103201**  
**Subject Code : 1059**

**B.A./B.Sc. 1<sup>st</sup> Semester**  
**JOURNALISM & MASS COMMUNICATION**

Time Allowed—Three Hours] [Maximum Marks—80

**Note** :—Attempt any **FIVE** questions selecting at least **ONE** question from each section. All questions carry equal marks (**16** marks).

**SECTION—A**

1. What do you understand by communication ? Discuss in detail process of communication.
2. Discuss group communication and mass communication with suitable examples.

**SECTION—B**

3. Discuss in detail barriers of communication.
4. How social media has brought revolutionary changes in communication ?

**SECTION—C**

5. Discuss in detail Shannon and Weaver model and dance model giving suitable examples.
6. Discuss any two models of communication in detail.

**SECTION—D**

7. Discuss in detail two step flow and multi step flow theory with suitable examples.
8. Write notes on Hypodermic needle theory and uses and gratification theory.