

**Exam. Code : 103201**

**Subject Code : 1056**

**B.A./B.Sc. 1<sup>st</sup> Semester**

**JOURNALISM AND MASS COMMUNICATION**

Time Allowed—3 Hours] [Maximum Marks—80

**Note :—** Attempt any **five** questions 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. (a) Discuss meaning and need of Communication.  
(b) Discuss various functions of Communication.
2. Discuss various types of Communication with suitable examples.

**SECTION—B**

3. (a) Discuss role of internet in Communication.  
(b) What do you understand by invasion of satellite channels ?
4. Discuss in detail 7 C's of Communication.

**SECTION—C**

5. Discuss in detail Aristotle model and dance model.
6. Write short notes on Gatekeeping model and Wilbur Schramm model.

**SECTION—D**

7. What is two step flow theory and also discuss uses and gratification theory.
8. Discuss hypodermic needle theory and multistep theory.