

Exam. Code : 103201
Subject Code : 1056

B.A./B.Sc. 1st Semester
JOURNALISM & MASS 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. Discuss need and importance of communication. Also discuss functions with suitable examples.
2. Define group communication and mass communication. How mass communication is different from public communication?

SECTION—B

3. Elaborate non verbal communication with suitable examples.
4. How satellite invasion has brought revolution in the field of communication?

SECTION—C

5. Discuss Aristotle, Wilbur Schramm models with suitable examples.
6. Discuss relevance of Berlo's model and gatekeeping model.

SECTION—D

7. Discuss various theories of communication.
8. Discuss two-step flow theory with its strengths and limitations.