

**BA./B.Sc. - 1st Semester (Batch 2021-24)**  
**(2221)**

**Paper: Journalism & Mass Communication**

**Time Allowed: 3hrs.**

**Max. Marks: 80**

This question paper consists of eight questions. Candidate is required to attempt any 5 selecting at least one from each unit. The fifth one can be attempted from any section. Each question carries equal marks.

Section A

1. Explain need and functions of communication in detail.
2. Describe Process of communication and elaborate the function of each element.

Section B

3. Write a note on Barriers of communication. Also explain its types.
4. Discuss verbal and non verbal communication.

Section C

5. Elaborate the Shannon and Weaver Model in detail.
6. Explain the Berlo model and Osgood model in detail.

Section D

7. Explain Uses and Gratification theory in detail.
8. Discuss the concept of opinion leader. Also discuss Two Step and Multi step theory in detail.

.....