

Exam Code: 1162
Sub. Code: 8470

2022
P.G. Diploma in Mass Communication
First Semester
PGDMC-101: Introduction to Mass Communication

Time allowed: 3 Hours

Max. Marks: 100

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on any five of the following:-

- a) Development Communication
- b) Interpersonal Communication
- c) Feedback
- d) Digital Media
- e) SMCR Model
- f) Mass Media
- g) Message
- h) Written
- i) Noise
- j) Oratory skills

(5x4)

UNIT - I

- II. Why is Communication important for a person's growth? (20)
- III. What is Development Communication? Explain with examples. (20)

UNIT - II

- IV. What are the different types of Group Communication? (20)
- V. Explain any five characteristics of Mass Communication. (20)

UNIT - III

- VI. How is print media different from digital media? (20)
- VII. What makes electronic media communications effective? (20)

P.T.O.

(2)

UNIT - IV

- VIII. Explain the Lasswell's Model of Communication with its relevance in present times. (20)
- IX. Explain the Shannon-Weaver Model of Communication in detail. (20)

x-x-x