

(i) Printed Pages : 7

Roll No.

(ii) Questions : 9

Sub. Code :

0	0	2	8
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Exam. Code :

0	0	0	1
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B.A./B.Sc. (General) 1st Semester
1125

JOURNALISM & MASS COMMUNICATION
(In all Mediums)

Paper-A : Introduction to Mass Communication-I

Time Allowed : Three Hours]

[Maximum Marks : 70

Note :- Attempt **five** questions in all, including Q. No.1 which is compulsory and selecting **one** question from each Unit.

1. Attempt any **seven** questions in about 50 to 75 words each :

- (i) Mass Communication
- (ii) Mathematical Model of Communication
- (iii) Coranto
- (iv) Sambad Kaumadi
- (v) The New England Courant

- (vi) Sensationalism
- (vii) Features of Communication
- (viii) Digital Media vs Print Media
- (ix) Penny Press
- (x) Electronic Media in India.

2×7=14

UNIT-I

2. Define Communication. What are the types of communication you are familiar with ? 14

OR

3. What is Intra-personal Communication ? Why and how is it the most potent form of communication ? 14

UNIT-II

4. What is Laswell's Model of Communication ? 14

OR

5. What is the relevance of communication models ? Do they help in devising communication plans ? 14