

**NOTE :**

1. Attempt all questions.
2. Figure to right indicate full marks.

**Q.1 A)** 'Mass Communication is the need of the hour' - Elaborate with reference to today's political and social situations on issues - site suitable examples to support your answer. [15]

**OR**

**Q.1 B)** What are the different forms or types of communication ? Explain each form of with an example to support your answer. [15]

**Q.2 A)** What are the functions of Mass Communication and Mass Media? Explain with suitable examples each. [15]

**OR**

**Q.2 B)** i) What do you mean by 'Mass' and 'Mass society'? [5]  
ii) List the down the means and tools of Mass communication : with one example each to support your answer. [10]

**Q.3 A)** It is believed that Johannes Gutenberg, of Germany was the first to create revolution in the way communication developed' - Elaborate with proper citings and example. [15]

**OR**

**Q.3 B)** What according to you is the Impact of Media on (Any One) of the following :-  
i) Culture  
ii) Women

**Q.4 Write short notes on :-**

**[5 X 3 = 15]**

- i) Any one Political Mass Communicator
- ii) Any one Spiritual Mass Communicator
- iii) Varkhari Movemont and its impact

**OR**

- Q.4 i)** Samyukta Maharashtra Movement
- ii) Paper and Wireless Communication
- iii) Cellphones & Digital Cameras

**[5 x 3 = 15]**