

27/9/14

NOIOABC

Fybmm(E)
Fund. of mass com

Time: 2hrs.30 Mins.

Marks: 75

Note: 1. All questions are compulsory.

2. Figures to the right indicate marks.

Q.1 Explain the meaning and need of Mass Communication along with a definition and mention of various tools and means of it. Also, discuss barriers to mass communication in detail with examples. (15)

Q.2 a) Discuss the impact of mass media on Youth. (07)

b) Explain any four advantages of social media. (08)

OR

Q.2 a) Describe the process of communication and illustrate with mass media examples. (07)

b) Differentiate between mass communication and mass media and state examples of means of mass communication. (08)

Q.3 a) State various kinds of traditional folk media and their role in mass communication (07)

b) Explain the four functions of mass communication. (08)

OR

Q.3 a) Explain in brief various types of appeal used in making advertisements (07)

b) Explain the term 'information economy' and its utility to media. (08)

Q.4 Explain the Sociological model and Gate-keeping models of mass communication with diagrammatic representation of them. (15)

OR

Q.4 Discuss role of Narendra Modi as a political mass communicator. Explain how his personality influences Indian masses with current examples. (15)

Q.5 Write Short notes (Any 3 out of 5) (15)

1. Interpersonal Communication

2. Types of newspaper

3. Akashwani

4. Films as means of mass communication

5. Media Convergence.