

FYBMM (E)

Fund. of Mass Comm

Oct. 12

MN10ADN

2. Figures towards right indicate full marks.

Q1.a) "Books are the living force of Communication". Analyse and comment on this statement. (15)

OR

b) Explain the model of communication process given by Harold. D. Lasswell and Wilbur Schramm. (15)

Q2.a) Define communication. Explain the various elements involved in the communication process. (15)

OR

b) What do you understand by mass Communication? What are the measures that needs to be taken to improve the condition of print media? (15)

Q3.a) What is interpersonal Communication. Explain the various stage of interpersonal Communication. (15)

OR

b) Explain Communication process with reference to message and feedback. (15)

Q4.a) Write short note on: (15)

- i) Quit India movement.
- ii) Anna Hazare.
- iii) Digital Communication.

OR

Q4.b) Write Short note on : (15)

- i) Mechanical Barrier.
 - ii) Akashwani.
 - iii) Mahatma Phule.
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