

**Exam. Code : 103201**

**Subject Code : 1056**

**B.A./B.Sc. I<sup>st</sup> Semester**

**JOURNALISM AND MASS COMMUNICATION**

Time Allowed—3 Hours]

[Maximum Marks—80

**SECTION-A**

**Note :—** Answer all the **TEN** questions.  $10 \times 2 = 20$

1. Group communication
2. Message
3. Intrapersonal communication
4. Clarity in communication
5. Sender
6. Decoder
7. Encoding
8. Noise
9. Credibility
10. Online media.

**SECTION-B**

**Note :—** Answer any **EIGHT** questions.  $8 \times 5 = 40$

1. What is effectiveness of communication ?

2. What is importance of feedback in communication ?
3. What are types of communication ?
4. What is difference between verbal and non-verbal communication ?
5. What are different media of mass communication ?
6. What is Wilbur Schramm model of communication ?
7. What is Berlo model ?
8. What do the various communication models make us understand ?
9. What is role of television in our lives ?
10. What is advantage of internet in mass communication ?

**SECTION-C**

**Note :—** Answer any **TWO** questions.  $10 \times 2 = 20$

1. Write in detail about various barriers of communication.
2. How has the media scenario changed with internet ?
3. What are Aristotle and Shannon and Weaver models ?
4. How have satellite channels been invading us ?