

Exam. Code : 103201
Subject Code : 1059

B.A./B.Sc. 1st Semester
JOURNALISM & MASS COMMUNICATION

Time Allowed—Three Hours] [Maximum Marks—80

Note :—Attempt any **FIVE** questions selecting at least **ONE** question from each section. All questions carry equal marks (**16** marks).

SECTION—A

1. What do you understand by communication ? Discuss in detail process of communication.
2. Discuss group communication and mass communication with suitable examples.

SECTION—B

3. Discuss in detail barriers of communication.
4. How social media has brought revolutionary changes in communication ?

SECTION—C

5. Discuss in detail Shannon and Weaver model and dance model giving suitable examples.
6. Discuss any two models of communication in detail.

SECTION—D

7. Discuss in detail two step flow and multi step flow theory with suitable examples.
8. Write notes on Hypodermic needle theory and uses and gratification theory.