



Sanjay Ghodawat University Kolhapur

Established as a State Private University under Govt. of Maharashtra Act No. XL dated 3rd May 2017

Empowering Lives Globally !

End Semester Examination (SEM-I)

B.A Multimedia and Mass Communication

Course Code: MCA 101 **28**

Course Title: Communication, Media and Society

Day and Date: Saturday, **25** Nov 2017

Time: 10.30AM to 1.30PM

Time: 3Hr

Marks: 100

1) All questions are compulsory.

2) Figures to be right indicate full marks.

Q.01	Fill in the blanks with appropriate option.	Marks-	CO
		08	
a)	The word 'communication' derives from '.....' language i) American ii) Latin iii) Indian iv) British	01	CO1
b)is the source of the message or the person who originates the message. i) Sender ii) Receiver iii) Feedback iv) Channel	01	CO1
c)	Newspaper is the example of..... i) Mass Media ii) intrapersonal communication iii) group communication iv) semiotics s	01	CO2
d)	The word <i>digital</i> derived from the Latin word i) Digitus ii) Digitalis iii) Digitalized iv) Digitalization	01	CO2

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|----|---|----|-----|
| e) | Electronic media is also known as | 01 | CO3 |
| | i) Print Media ii) Broadcast Media | | |
| | iii) Non projected media iv) New media | | |
| f) | Language, jargon, slang, etc., are some of the barriers. | 01 | CO3 |
| | i) Cultural ii) Linguistic iii) semantic iv) Physical | | |
| g) | Berlo's Model has mainly..... components to describe the communication process. | 01 | CO4 |
| | i) Five ii) three iii) four iv) six | | |
| h) | Shannon and Weaver model of communication is also known as..... | 01 | CO4 |
| | i) Mathematical model ii) Science model | | |
| | iii) Geographical model iv) Historical model | | |

Q.02 Answer in one or two sentences. (Any Eight)

- | | Marks- | CO |
|--|---------------|-----------|
| | 16 | |
| a) What is meant by Interpersonal Communication? | 02 | CO1 |
| b) What is decoding? | 02 | CO1 |
| c) Who is the writer of 'Natyashastra'? | 02 | CO2 |
| d) Define the social media? | 02 | CO2 |
| e) How knowledge affects on communication? | 02 | CO3 |
| f) What is 'Mass'? | 02 | CO3 |
| h) Give the full form of 'IIMC'? | 02 | CO4 |
| i) Naming the internal media for PR? | 02 | CO4 |

Q.03 Write short note (Any Four)

- | | Marks- | CO |
|-------------------------------------|---------------|-----------|
| | 16 | |
| a) Barriers in communication | 04 | CO1 |
| b) Culture | 04 | CO2 |
| c) Disadvantages of mass media | 04 | CO3 |
| d) Reception Model of communication | 04 | CO4 |

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|-------------------------------|----|-----|
| e) Language for communication | 04 | CO4 |
| f) Heralds Lasswell's model | 04 | CO4 |

Q.04 Attempt any six of the following.

Marks- CO

30

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|---|----|-----|
| a) Discuss about Horizontal communication. | 05 | CO1 |
| b) Write note on 'Social media'. | 05 | CO2 |
| c) Explain, Formal communication. | 05 | CO3 |
| d) Write in detail on Mass culture | 05 | CO3 |
| e) Write about Western model of communication. | 05 | CO4 |
| f) Explain the Publicity Model with example. | 05 | CO4 |
| g) How Schramm's Model work? Explain with suitable example. | 05 | CO4 |

Q.05 Attempt any Three of following.

Marks- CO

30

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|---|----|-----|
| a) What is the need of debate in social life? | 10 | CO1 |
| b) Discuss communication as subversion. | 10 | CO1 |
| c) Write your view on 'Facebook as a powerful social media'. | 10 | CO2 |
| d) Discuss Mass Media and Mass Communication. | 10 | CO2 |
| e) Explain the role of International news agencies in mass communication. | 10 | CO3 |