



Re- End Semester Examination (SEM-I)

B.A Multimedia and Mass Communication

Course Code: MCA 101

Course Title : Communication, Media and Society

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

Time: 10.30AM to 1.30PM

Time: 3Hr

26 Dec 2017

Marks: 100

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- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.
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Q.01	Fill in the blanks with appropriate option.	Marks	CO
		-08	
a)	The origin of the word "communication" is, '.....' which means 'to impart', or 'to share'. i) common ii) communis iii) communism iv) commune	01	CO1
b) gives feedback to sender. i) Sender ii) Receiver iii) communicator iv) None of these	01	CO1
c)is the study of signs. i) signal ii) symbol iii) Icons iv) semiotics	01	CO2
d) is a device in digital media i) Newspaper ii) Magazine iii) Mobile iv) All of these	01	CO2
e)	BBC was established in i) 1922 ii) 1822 iii) 1952 iv) 1844	01	CO3
f)	Disturbance to the voice is a.....barriers. i) Technical ii) Linguistic iii) semantic iv) Physical	01	CO3

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- g) SMCR is related to..... 01 CO4
 i) Berlo's ii) Shannon iii) ABX iv) Truman

- h) Shannon and Weaver model of communication is also known 01 CO4
 as.....
 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

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| a) What is 'Interpersonal Communication'? | 02 | CO1 |
| b) What is the meaning of verbal communication? | 02 | CO1 |
| c) What is 'semiotic'? | 02 | CO2 |
| d) What is meant by 'Channel' in communication language? | 02 | CO2 |
| e) Where the headquarter of PTI is situated? | 02 | CO3 |
| f) What the 'BBC' stands for? | 02 | CO3 |
| g) How knowledge affects on communication? | 02 | CO4 |
| h) What is feedback? | 02 | CO4 |
| i) What is meant by 'Mass'? | 02 | CO4 |

Q.03 Write short note on any Four.

Marks CO

-16

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|------------------------------|----|-----|
| a) Nonverbal communication | 04 | CO1 |
| b) Barriers in Communication | 04 | CO2 |
| c) AP (Associate press) | 04 | CO3 |
| d) Ritual Model | 04 | CO4 |
| e) Schramm's Model | 04 | CO4 |
| f) Internal media | 04 | CO4 |

Q.04 Attempt any six of the following.

Marks CO

-30

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| a) Discuss on Reception Model. | 05 | CO1 |
| b) Write note on Ideology and Communication. | 05 | CO2 |

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c)	Discuss, use of new age media for effective communication.	05	CO3
d)	Explain encoding and decoding with suitable example.	05	CO3
e)	Heralds Lasswells model of communication.	05	CO4
f)	Explain the concept of Uses and Gratification.	05	CO4
g)	How Berlo's Model work? Explain with suitable example.	05	CO4

Q.05 Attempt any Three of following.

Marks CO

-30

a)	What is the need of Communication in human life?	10	CO1
b)	What is a intrapersonal communication? Describe with suitable examples.	10	CO1
c)	Discuss 'Digital communication'.	10	CO2
d)	Discuss on Indian communication theory.	10	CO2
e)	What is PR? Explain the various tools of PR.	10	CO3

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