

Time: 2 ½ hrs.

Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw neat diagram wherever necessary.



Q.1 Explain the following concepts. (Any five) (15)

- (a) New media
- (b) Internet
- (c) Radio
- (d) Digital media
- (e) Films
- (f) Advertising
- (g) Oral communication
- (h) Public Relation

Q.2 Answer the following questions. (15)

- (a) Explain the history of social media in detail.
- (b) Describe the various tools of traditional and folk media with suitable examples.

OR

Q.2 Answer the following questions. (15)

- (c) Explain Gate keeping model of communication in detail.
- (d) Describe any four barriers in communication with suitable examples.

Q.3 Answer the following questions. (15)

- (a) Explain the impact of new media convergence.
- (b) Describe the advantages of social media in detail.

OR

Q.3 Answer the following questions. (15)

- (c) Explain the importance of Internet as an interactive medium.
- (d) Describe the impact of Mass Media on Youth and Development.

Q.4 Answer the following questions. (15)

- (a) Explain the political impact of Mass media on society in detail.
- (b) Describe the significance of media in social development.

OR

Q.4 Answer the following questions. (15)

- (c) Explain the code of conduct for advertisers in India.
- (d) Describe the growth and evolution of print media.

Q.5 Write short notes on:(Any three) (15)

- (a) Forms of communication.
- (b) Functions of Mass communication.
- (c) Media convergence.
- (d) Film as a tool of communication.
- (e) Information Economy.

---X---