

FYBAMMC/SEM I/Fundamentals of Mass Communication

Time: 2½ hrs.

Marks:75

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

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

- (a) Oral Communication
- (b) Kirtana
- (c) Mass Communication
- (d) Barriers to Communication
- (e) Outdoor media
- (f) Social Media
- (g) Public Relations
- (h) Folk Media

Q.2 Answer the following: (15)

- (a) Enumerate and explain the functions of media.
- (b) Discuss the growth and evolution of print media.

OR

- (c) Explain two linear models of communication.
- (d) What is media convergence? Explain the impact of media convergence.

Q.3 Answer the following question (Any Five) (15)

- (a) List the advantages of social media with examples.
- (b) According to you, which mass media is most impactful, and why?

OR

- (c) Comment on the impact of media on our culture.
- (d) Explain the evolution of television in India with reference to Doordarshan.

Q.4 Answer the following question (Any Five) (15)

- (a) Write a note on the impact of social media on mass communication.
- (b) What is the significance of media in social development?

OR

- (c) Write a note on any two decades of Hindi cinema with suitable examples.
- (d) How did Gutenberg's printing press help in mass media?

Q.5 Write short notes on any three of the following: (15)

- (a) Functions of mass communication.
- (b) Undesirable effects of mass media on children
- (c) Process of communication
- (d) Digital Media
- (e) Nagada and Powada