Roll No……..….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

B.A (Journalism & Mass Communication) (Semester – 1st)
INTRODUCTION TO MASS MEDIA
Subject Code: BJMCS1104
Paper ID: [21420104]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:
a) Media
b) Globalization
c) Verbal communication
d) Channel
e) Noise
f) Radio Jockey
g) Mass Culture
h) AIR
i) Inter –Personal communication
j) Written communication

Section – B **(5 marks each)**

Q2. What are the various types of communication?
Q3. Discuss the process of communication in detail.
Q4. How is technology transforming the media industry?
Q5. What is the role of mass media in the transmission of culture?
Q6. Discuss the functions of mass media.

Section – C **(10 marks each)**

Q7. Define communication. Discuss the various types of communication
Q8. What were the significant stages in the growth and development of radio broadcasting in India?
Q9. Discuss the recent trends in mass communication