

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