

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (Sem.-1)

INTRODUCTION TO MEDIA AND COMMUNICATION

Subject Code : BAJMC-102-18

M.Code : 75315

Date of Examination: 11-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**
- a) Media
 - b) Twitter
 - c) Social Media
 - d) Communication
 - e) Noise
 - f) Channel
 - g) Feedback
 - h) Society
 - i) Intra-Personal communication
 - j) Mediated communication.

SECTION-B

2. Discuss the various forms of communication.
3. Explain the publicity model of communication.
4. Discuss the process of communication in detail.
5. What do you understand by propaganda?
6. What is individual difference theory of mass communication?

SECTION-C

7. Explain the normative theories of mass communication.
8. Discuss the impact of media on youth.
9. Explain the verbal and non-verbal forms of communication.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.