

(Please write your Exam Roll No.)

Exam Roll No. 22521122917

END TERM EXAMINATION

FIRST SEMESTER [BAJMC] NOVEMBER-DECEMBER 2017

Paper Code: BA(JMC)-101

Subject: Communication Concepts
And processes

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including question No. 1 which is compulsory.

- Q1 Explain any two (7.5x2=15)
a) Intrapersonal and Interpersonal communication
b) Spiral of Silence
c) Folk media and national development
- Q2 Why is communication vital for human development? Discuss the types of communication in detail. (15)
- Q3 Explain the functions of mass communication with suitable examples. With a help of a model describe the process of mass communication. (15)
- Q4 What are the salient postulates of the agenda setting theory? Cite cases of agenda setting in contemporary times. (15)
- Q5 How is two steps different from Bullet theory? Discuss the two step and multistep theories with help of well labeled diagrams. (15)
- Q6 What is gatekeeping? Discuss the relevant communication model illustrating gatekeeping in news. (15)
- Q7 Write short notes on any three (5x3=15)
a) "Mass" and "Audiences"
b) Semantic and Cultural barriers in Communication
c) Advantages of New Media as a form of Communication
d) Social responsibility theory of Press
