

(Please write your Exam Roll No.)

END TERM EXAMINATION

FIRST SEMESTER [BA/JMC] / DECEMBER - 2016

Paper Code: BA (JMC)-101

Subject: Communication: Concept & Process

Time: 3 Hours

Maximum Marks: 75

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

Q1 Write short note on (attempt any two) -

(7.5x2=15)

- (a) 7 c's of communication
- (b) Folk & traditional media
- (c) Media Activism
- (d) Uses and gratification theory
- (e) Cultivation theory

Q2 What do you understand by communication? Discuss the elements involved in process of communication? Explain your answer with the help of suitable examples. (15)

Q3 What are the various types of communication and explain barriers of communication? (15)

Q4 What do you understand by mass communication? What are its characteristics and functions in a developing country? (15)

Q5 Explain the scope, purpose and relevance of communication models in current scenario. (15)

Q6 What are the normative theories of communication and explain them? (15)

Q7 Discuss any two of the following Communication Models:- (2x7.5=15)

- (a) Aristotle's Classical Model
- (b) Wilbur Schramm's Model
- (c) Laswell's Model
