

(Please write your Exam Roll No.)

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

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