

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] NOVEMBER-DECEMBER 2018

Paper Code: BAJMC-101

Subject: Communication: Concepts
& Processes

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write notes on **any two** of the following:- (7.5x5=15)

- (a) 7 C's of Communication
- (b) Grapevine Communication
- (c) Mass Media Activism
- (d) Magic Bullet Theory

Q2 "Communication is exchanging and imparting of information by speaking, writing, or using other medium." Elaborate its process with the help of suitable diagram and examples. (15)

OR

"Communication is a two way process, but barriers create obstacles in effective communication." Elaborate with diagram and examples. (15)

Q3 What are the elements and process of Mass Communication? Explain each in detail with the help of suitable examples. (15)

OR

What are the modern and traditional means of communication? Explain in detail with examples. (15)

Q4 "Gate keeping is a process through which information is filtered" Elaborate the model in the present context with examples. (15)

OR

What is Agenda Setting? How Agenda setting model is playing role in democracy and media in contemporary world? Support your discussion with relevant examples. (15)

Q5 What are Normative Theories? Explain any two in detail with examples. (15)

OR

"Uses and Gratification theory builds a history of communication theories and research." Elaborate in detail with examples. (15)
