

# END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-101

Subject: Communication: Concepts & Processes

Time : 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice indicted.

- Q1. Write short notes on **any five** of the following: (3x5=15)
- (a) Bullet Theory
  - (b) Opinion Leader
  - (c) Intra personal Communication
  - (d) Folk Media
  - (e) New Media
  - (f) Laswell's Model of Communication
  - (g) Clarity and Credibility in 7C's of Communication
- Q2 Define Communication. Describe the process of communication with examples. (15)
- OR**
- What are the barriers to communication? Elaborate with suitable examples.
- Q3. What is Mass Communication? Describe the characteristics of Mass Communication. (15)
- OR**
- What is Mass Media Activism? Explain with appropriate examples.
- Q4. Describe McCombs and Shaw's Agenda Setting Model of Communication with the help of a diagram. (15)
- OR**
- Describe Spiral of Silence Model of Communication with the help of a diagram.
- Q5. Discuss Normative Theories of Mass Communication and their relevance in today's world. (15)
- OR**
- Describe Cultivation Theory with suitable examples.

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