

**Roll No.**

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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**BA (JAMC) (Sem.-1)**

# INTRODUCTION TO MEDIA & COMMUNICATION

**Subject Code : BAJMC-102-18**

**M.Code : 75315**

**Date of Examination: 12-01-2023**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

## SECTION-A

**1. Write briefly :**

- a) Ring tones
- b) Communication
- c) Publicity
- d) Propaganda
- e) Effects Paradigm
- f) Cultural effects
- g) What is mass society?
- h) Gate keeping
- i) Mass Media
- j) Functionalism.

## **SECTION-B**

2. What are the objectives and function of Communication?
3. Define Mediated and non mediated Communication.
4. What are the agenda setting theories of mass media?
5. Explain the difference between models and theory.
6. What are the various characteristics of messages in Communication?

## **SECTION-C**

7. Define Communication. Explain levels of Communication?
8. Discuss the significance of Mass Society Theory.
9. What are the various models of Communication?

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.**