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Total No. of Pages : 01

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M.A (JAMC) (Sem.-2)

**COMMUNICATION : THEORY AND PRACTICE**

Subject Code : MAJMC-204-18

M.Code : 76039

Date of Examination : 24-12-22

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. UNIT I, II, III & IV contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each Subsection
3. Each question carries TWELVE marks.

**UNIT-I**

1. What do you understand by participatory in development communication?
2. Explains in brief the concept of participative technology development.

**UNIT-II**

3. In the development communication how different type of media is used?
4. What is the importance of media economics? What are the types of media economics?

**UNIT-III**

5. What is media organization structure? What are the types of media organization?
6. Explain about cultivation theory.

**UNIT-IV**

7. What is meant by media effect? What are the four dimensions of media effects?
8. What do you understand by Media Convergence? Explain with suitable example.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**