

Roll No. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

MMCMM (2015 Onwards) (Sem.-1)  
**INTRODUCTION TO COMMUNICATION**

Subject Code : MMCMM-101

M.Code : 72635

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) Communication b) Education c)

Information d) Interpersonal

communication e) Dance model f)

Gate keeping g) Conversions h)

Diffusion i) Consonant elements

j) Public opinion

## SECTION-B

2. What is Authoritarian Theory?
3. Highlight the importance of Democratic and participant mass media.
4. What is the Dependency Model of Communication?
5. Define effective communication.
6. Explain Cognitive Dissonance Theory.

## SECTION-C

7. Highlight the importance of Uses and Gratification Theory.
8. Discuss some important ethical issues connected with mass media.
9. Enumerate the salient features of multi-stage flow model.

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.