

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

MMCMM (2015 Onwards) (Sem.-2)

MASS COMMUNICATION

Subject Code : MMCMM-102

Paper ID : [72905]

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. Consonance
 - b. Entertainment
 - c. Cultural promotion
 - d. Education
 - e. Objectivity
 - f. Concept of mass
 - g. Stimulus
 - h. Resonance
 - i. Media plurality
 - j. Noise

SECTION-B

2. List four characteristics of advertising.
3. Draw the model of Westley and Maclean.
4. Explain the theory of Cognitive dissonance.
5. Enumerate the characteristics of mass communication.
6. Highlight the importance of infotainment.

SECTION-C

7. Explain your understanding of Individual Differences Theory.
8. How does global communication impact cultural diversity?
9. Highlight the importance of objectivity in media giving suitable examples.