

END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)-101

Subject: Communication: Concepts & Processes

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all question as directed. Internal choice is indicated.

- Q1 Write short notes on **any three** of the following:- (5x3=15)
- ~~(a)~~ Human Communication
 - (b) Five Senses of Communication
 - (c) Johari Window
 - ~~(d)~~ Seven C's of Communication
 - ~~(e)~~ Magic Bullet Theory
- Q2 Barriers hamper the true essence of effective communication'. Do you Agree? Also Discuss the types of barriers in communication. (15)
- OR**
- Distinguish between Verbal and Non- Verbal Types of Communication.
- Q3 The role of Mass Communication has increased greatly. In the light of this statement explain the basic functions and characteristics of Mass Communication. (15)
- OR**
- Mass media can help shape the culture of an urban society. Do you subscribe to this view? Give examples from your surroundings.
- Q4 Differentiate between Interactive and Transactional Model of Communication by explaining both in detail. (15)
- OR**
- 'Journalists are gatekeepers of information". Discuss this Statement with the help of Westley McLean Model of communication and relates it to Gate- keeping Model of Communication.
- Q5 What is normative theory of Mass communication? Discuss one of the popular normative theories. (15)
- OR**
- Discuss **any two** Theories of Mass Communication:-
- (a) Uses and Gratification Theory
 - (b) Cultivation Theory
 - (c) Cognitive Dissonance Theory

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