

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 18

**BA (JAMC) (2020Onwards) (Sem.-1)**  
**INTRODUCTION TO MEDIA & COMMUNICATION**  
Subject Code : BAJMC-102-18  
M.Code : 75315

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**

**Write briefly :**

1. Ring tones
2. Mobile internet
3. Social media
4. Facebook
5. Wikipedia
6. Idiot box
7. Grapevine
8. Propaganda
9. Media Standards
10. Freedom of press

### SECTION-B

11. Discuss the Role of Media in Participatory Communication.
12. Elaborate the role of gatekeepers during agenda setting.
13. Are the development communication theorists justified in their demand for curbing media freedom for the sake of national development?
14. Explain the role of Internet in creating a cashless economy.
15. Cultivation theory has its critics. What are the most prominent criticisms against this theory?

### SECTION-C

16. Differentiate between mediated and non mediated communication using appropriate examples.
17. Discuss the individual difference theory.
18. What are the features of social responsibility theory? Discuss its criticism with examples.

**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.**