

## End Semester Examination (2021-22)-Odd Semester

### BA(JMC) – I Year (I Semester)

**Course Name: Principles of Mass Communication**

**Code: BJM1003**

**Time: 02 Hours**

**Max Marks: 60**

**University Roll No.**

(To be filled by the Student)

**Note: Please read instructions carefully:**

- The question paper has 03 sections and it is compulsory to attempt all sections.
- All questions of Section A are compulsory; questions in Section B and C contain choice.

<b>Section A: Very Short Answer type Questions</b> <b>Attempt all the questions.</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (10)</b>
1.	Explain feedback.	BL2	CLO1	02
2.	Define digital divide.	BL 1	CLO1	02
3.	Explain the process of communication.	BL 4	CLO2	02
4.	What do you understand by cultural imperialism?	BL 2	CLO2	02
5.	Explain the concept of hypodermic needle theory.	BL 2	CLO3	02
<b>Section B: Short Answer Type Questions</b> <b>Attempt any 03 out of 05 questions.</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (30)</b>
1.	What are the barriers of communication?	BL 2	CLO1	10
2.	What does Agenda setting theory propagates?	BL 2	CLO1	10
3.	Explain Dance's Helix model.	BL 2	CLO2	10
4.	What are the elements of effective communication?	BL 2	CLO2	10
5.	What are the various types of communication?	BL 1	CLO3	10
<b>Section C: Long Answer Type Questions/Case Study</b> <b>Attempt any 01 out of 04 questions.</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (20)</b>
1.	Explain the various levels of Communication.	BL 2	CLO1	20
2.	Describe various types of communication.	BL 2	CLO1	20
3.	Draw and describe Wilbur Schramm's model.	BL 2	CLO2	20
4.	Explain Individual difference theory.	BL 2	CLO3	20