

SHRI RAMSWAROOP MEMORIAL UNIVERSITY

End Semester Examination (2021-22)-Odd Semester

MA(JMC) - I Year (I Semester)

Course Name: Mass Communication Principles

Code: MJM1001

Time: 03 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.

Section A: Very Short Answer type Questions Attempt all the questions.		BL	CLO	Marks (10)
1.	What do you understand by intrapersonal communication?	BL1	CLO1	02
2.	Discuss the process of communication briefly.	BL2	CLO2	02
3.	Define Globalization.	BL1	CLO2	02
4.	What is public opinion?	BL1	CLO2	02
5.	Write a short note on Bullet Theory.	BL1	CLO2	02
Section B: Short Answer Type Questions Attempt any 03 out of 05 questions.		BL	CLO	Marks (30)
1.	What is feedback? Does feedback help to make the communication process successful? Discuss with examples.	BL2	CLO2	10
2.	Elaborate the Gatekeeping model of communication.	BL3	CLO1	10
3.	Explain the significance of MacBride Commission.	BL2	CLO1	10
4.	Discuss the salient features of Cultivation Theory.	BL2	CLO1	10
5.	What are the types of Communication? Explain using examples.	BL1	CLO1	10
Section C: Long Answer Type Questions/Case Study Attempt any 01 out of 03 questions.		BL	CLO	Marks (20)
1.	There's a major difference between cultural integration and cultural pollution. Elucidate.	BL4	CLO2	20
2.	Have the mass media brought about a transformation in the behavior of people? What is your view? Examine the role of media in the modern society.	BL2	CLO1	20
3.	Discuss the importance of George Gerbner's model of communication. Use relevant examples/references to support your answer.	BL2	CLO2	20
4.	What is meant by normative theory? Discuss the four major normative theories.	BL1	CLO2	20