

II. B: 1- All questions are compulsory.

2- Figures to the right indicate full marks.

(1-1- a) Explain the following in 2/3 sentences each (10)

- 1- Corruption
- 2- Radio Drama
- 3- Mass Communication
- 4- Sender
- 5- Objectivity in Media

(b) Choose the right answer from the options. (05)

- 1- Which of the following is not a factor in communication process?
a- sender b- letter c- receiver
- 2- Film comes under _____ media.
a- digital. b- Social c- broadcast
- 3- _____ is a term used to denote people's performances.
a- electronic media b- traditional media c- print media
- 4- All India radio is officially known as _____.
a- Akashvani b- Akashdarshan c- Doordarshan
- 5- _____ has a type of bottom up campaign in which people have bigger voice.
a- television b- newspaper c- social networking sites

(c) State whether the following statements are true or false. (05)

- 1- YouTube is a website which uploads content in a video format.
- 2- In nonverbal communication sender uses spoken words.
- 3- Sender encodes the message.
- 4- Television is a digital media.
- 5- Media does not act as watchdog.

Q-2- a) Explain the need of communication. What are the different elements of communication? (20)

OR

B-1) . What are the functions of mass communication? (10)

2) Discuss all mass media theories. (10)

Q3-a) Explain all traditional folk media. (20)

OR

b) 1- Write major formats of newspaper items. (10)

2- Discuss major types of magazine. (10)

Q4) a-Write a detailed note on film/cinema. (20)

OR

b) 1- Write the impact of films /cinema on society. (10)

2- Write a detailed note on history of Indian cinema. (10)

Q5) a-Discuss in detail the advantages and disadvantages of social networking sites? (20)

OR

b) 1- Online news websites (10)

2- Special issues regarding social media (10)

XXX All the Best XXX