VCD 25/09/15 /MASSCOMMUNICATION/FYBMM ENG/SEM1/75M/2 1/2HRS/215

Note: All questions are compulsory

All questions carry equal marks

3. HUB model (with neat and clean diagram)

4. Natyashastra Model

5. Features

Q.1 Do political communicator delivers in wooden speech style and creates impact? Explain with	
reference to Prime Minister Narendra Modi? How he connects with his Indian population	15 M
Q2. Discuss the impact of mass media with reference to Radhe maa case where media intervention	
changed the situation and position of Radhe Maa	15 M
OR	
Q2.A What is non verbal communications and explain the various elements of non verbal	
communication?	07 M
Q2.B Explain Gate keeping model with neat and labeled diagram?	08 M
Q3. Do you think mass media only creates negative impact on children and youth? Discuss	with
reference to media consumption of children and youth.	15 M
OR	
Q3.A Explain the Major objectives of Prasar Bharthi Act 1990?	07 M
Q3.B Explain various points while making an Ad campaign?	M 80
Q4. Outdoor advertising is best suited if	15 M
OR OR	
Q4.A What is News? Explain various types of features?	07 M
Q4.B What was the impact factor when media reported "JESSICA LAL CASE"?	08 M
Q5. Write Short Notes On: Any 3	15 M
1. History of Radio 2. Decades of Indian cinema	