

- Note: 1. Question no. 1 is compulsory.
 2. Question no. 2,3,4,5 have internal choices.
 3. Figures on the right indicate marks.

Q.1 Answer the following:

- A. Explain the concept of Communication. (05)
 B. What are the elements of Communication? (10)

~~Q.2. Explain various physical barriers which occur in process of communication. (15)~~

OR

- Q.2 A. Explain Television as a medium of Mass Communication and discuss its features. (08)
 Q.2 B. Sociological Model of communication. (07)

Q. 3 Describe the history of mass communication with the help of Ages in History. (15)

OR

- Q.3. A. Discuss the influence media has on culture. (08)
 Q.3.B. Discuss the impact media has on children. (07)

Q. 4. Advertisements have the power to shape the society through their concept.
 Discuss this statement with examples. (15)

OR

- Q. 4 A. Differentiate between web 1.0 and web 2.0 (08)
 Q.4 B. What is verbal communication? Explain its types. (07)

Q.5 Write short notes on: (any 3) (15)

- A. Powada
 B. Haptics
 C. Use of mass media by political leader - Mr Barack Obama
 D. Technological media convergence
 E. Cinema and society