

Extra

VCD 15/10/15 Mass Com SYBA SEM III EXAM

100 marks 3 hours

N. B: 1- All questions are compulsory.

2- Figures to the right indicate full marks.

Q-1-a) Explain the following in 2/3 sentences each (05)

- 1- General interest magazine
- 2- Linguistic barrier
- 3- Group communication
- 4- Daily soaps
- 5- Film censorship

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

1- Communication is a two way process that starts with there

- a- receiver b- sender c- feedback

2- _____ is often termed as broadcast audience.

- a – reporter b- mass audience c- editor

3- In _____ digital transmission of AM and FM radio station take place

- a- Vividh Bharti b- Akashvani c- HD radio

4- Alan Ara (1931) what's the first _____

- a- first 3D film b- first talkie movie c- first documentary

5- _____ is an item in the newspaper that tells about the person died recently

- a- classified b- sitcom c- obituary

(c) State whether the following statement 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- Semantic noise is an example of physical barriers to communication.

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

OR

b) 1- What is Electronic Communication? (10)

2- What is mass communication? (10)

Q3-a) What are the different types of verbal and nonverbal communication? (20)

OR

b) 1- Explain psychological barriers. (10)

2- What is traditional communication. (10)

Q4) a- Describe in brief the history of newspaper in India. (20)

OR

b) 1- What are the characteristics of radio? (10)

2- Explain the ownership and control of newspaper in India. (10)

Q 5) a- What are the major formats of television programme? (20)

b) 1- What are the differences between television and radio journalism? (10)

2- What are the advantages and disadvantages of social networking sites? (10)