

C 5669

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Name.....

Reg. No.....

SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2016

(CUCBCSS-UG)

Core Course

Mass Communication and Journalism

JOU 2B 02—FUNDAMENTALS OF MASS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer any five questions not exceeding 50 words each.
Each question carries 3 marks.*

1. Cuneiform script.
2. Interpersonal communication.
3. Noise.
4. Downward Communication.
5. SMCR Model.
6. Mass Society.
7. Community Radio.
8. Johann Guttenberg.
9. PCR.

(5 × 3 = 15 marks)

Part B

*Answer any seven questions not exceeding 100 words each.
Each question carries 5 marks.*

10. What are the different barriers in the process of communication ?
11. Importance of feedback in communication.
12. Effects of media violence on society.
13. What is news ?
14. Relevance of Micro blogging sites.
15. Television reality shows.
16. Features of Mass Communication.
17. Medium is the message.

Turn over

18. Importance of media literacy.
19. Strengths of Radio as a communication medium.
20. Explain Laswell's model of communication.
21. Man Ki Baat programme of All India Radio.

(7 × 5 = 35 marks)

Part C

*Answer any two questions not exceeding 400 words each.
Each question carries 15 marks.*

22. Explain the difference between communication and mass communication.
23. Discuss Media's role in cultivation of mental skills.
24. Why Radio is described as theatre of the mind ?
25. Explain different types of communication.

(2 × 15 = 30 marks)