

F.Y. B.A.M.M.C. - SEM I - A.T.K.T. Exam - Feb' 20

F.M.C.
11.2.20

FYBAMMC

SEMESTER I

FUNDAMENTALS OF MASS COMMUNICATION

Time: 2 hours 30 mins

Marks: 75

Note: All questions are compulsory

Figures to right indicate marks

Q1) Explain the following Concepts (any five)

(15marks)

- A) Physical barriers to Communication
- B) Sociological Model of communication
- C) Citizen Journalism
- D) Doordarshan
- E) Folk Media
- F) Impact of media on culture

Q2) Answer the following (any two)

A) Explain the Gate keeping model of communication with example.

(7 ½ marks)

B) Explain the transition of mass communication from electronic to digital.

(7 ½ marks)

C) What are the various types of newspapers?

(7 ½ marks)

D) Discuss on radio as a tool of mass mass communication in India.

(7 ½ marks)

Q3) Answer the following (any two).

A) What are the guidelines given by press council of India with regards to privacy of public figure?

(7 ½ marks)

B) What are the advantages of social media?

(7 ½ marks)

C) Explain the economic dimension of media convergence in India.

(7 ½ marks)

D) What is the National e-Governance plan?

(7 ½ marks)

Q4) Write about a political leader who has successfully used mass communication. (15marks)

OR

Q4) Discuss the impact of mass media on children and youth. (15marks)

Q5) Write short notes on: (any three) (15marks)

- A) Functions of Mass Communication
- B) Process of Communication
- C) Sadharanikaran
- D) Impact of mass media on education
- E) Technologies used in new media