

# FYBAMMC sem I Reg & A.T.K.T. Exam NOV-2022

15/11/22

Malini Kishor Sanghvi College of Commerce and Economics  
Fundamentals of Mass Communication

Class: FYBAMMC

Sem-I Duration: 2hrs.30mins.

(75 Marks)

Note: All questions are compulsory with internal choice

Q1) Explain the following (Any 5)

(15 marks)

- A) Interactive and Digital Communication
- B) Sociological Model of communication
- C) Television as mass media in India
- D) Folk Media
- E) Use of media for social cause
- F) Citizen Journalism
- G) Features of newspaper



Q2 A) What are the various barriers to communication? Explain with examples. (8 marks)

B) What are the various functions of mass communication? (7 marks)

OR

Q2 C) Explain the Gate Keeping Model of Communication. (8 marks)

D) Explain the Gerbner's Model of communication. (7 marks)

Q3 A) What are the different forms of oral communication? (8 marks)

B) Write a brief note on transition of electric to electronic media (7 marks)

OR

Q3 C) Write a brief note on Press Council of India. (8 marks)

D) What are the various types of newspapers? (7 marks)

Q4 A) Explain outdoor media. What are the features of outdoor media? (8 marks)

B) Write a brief note on portrayal of women in Indian Cinema. (7 marks)

OR

C) Explain the impact of mass media on children and youth. (8 marks)

D) Write a brief note on Impact of mass media on Culture (7 marks)

Q5) Write short notes on (Any three) (15 marks)

- A) Public Relations
- B) Sadharanikaran
- C) Radio as mass media
- D) Technological dimension of media convergence
- E) National e-Governance Plan