

F.Y. BMM - SEM I - Reg. - Oct' 2019
(BAMMC)

F.M.C.



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) Element of Communication
- B) Cultural barriers to communication
- C) Citizen Journalism
- D) Outdoor Media
- E) UN Convention on the Rights of the Child
- F) Tabloid

Q2) Answer the following (any two)

- A) Explain Gerbner's Model of communication with suitable example. (7 ½ marks)
- B) What are the different form of traditional and folk media? (7 ½ marks)
- C) What are the guidelines by PCI as caution against defamatory writing? (7 ½ marks)
- D) What is National knowledge network? (7 ½ marks)

Q3) Answer the following (any two)

- A) Explain the transition of mass communication from electric to electronic. (7 ½ marks)
- B) Express your view on Portrayal of woman in Indian cinema. (7 ½ marks)
- C) Elaborate on the technological dimension of media convergence. (7 ½ marks)
- D) Elaborate on the economic dimension of media convergence. (7 ½ marks)



Q4) Write about a social reformer who has successfully used mass communication to create social impact. (15marks)

OR

Q4) What are the various forms of broadcast media? (15marks)

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

- A) Functions of Mass Media
- B) Interactive and Digital communication
- C) Films as tool of Communication
- D) Impact of mass media on society
- E) Hub Model of communication