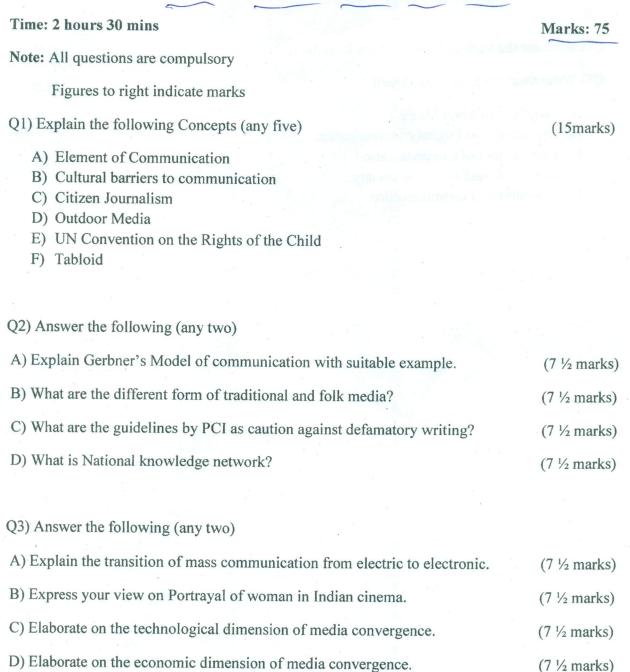
## F.Y. BMM - SEM I - Reg. - OCE 2019 (BAMMC)

F.M.C.

## **FYBAMMC**

## SEMESTER I

## **FUNDAMENTALS OF MASS COMMUNICATION**





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