

Duration 3 Hours

Marks: 100

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

3) The answers should contain appropriate and latest examples wherever necessary

- Q.1 a) Explain the following in 2/3 sentences each: 10
- i) Communication
 - ii) Barriers
 - iii) Documentary films
 - iv) Blogging
 - v) Yellow Journalism
- b) Fill in the blanks choosing the correct alternatives 05
- i) Environmental barriers are also known as _____
a) psychological b) physical c) semantic d) cultural
 - ii) Indian Cinema had its beginning in _____
a) Uttar Pradesh b) Maharashtra c) Gujarat d) West Bengal
 - iii) _____ is the first TV channel of India.
a) Doordarshan b) Doordhwani c) Zee d) Sony
 - iv) All India Radio is officially known as _____
a) Akashvani b) Akashdarshan c) Doordarshan d) Kalakendra
 - v) _____ sets the structure for the news article.
a) Lead b) Byline c) Quotes d) Amplification
- c) Match the following: 05
- | Column 'A' | Column 'B' |
|------------------------------|------------------------------|
| i) Yakshagan | a) Proxemics |
| ii) Feedback | b) Folk Media |
| iii) Twitter | c) Broadcast audience |
| iv) Non-verbal Communication | d) Backbone of communication |
| v) Mass audience | e) Social Networking site |
- Q.2 a) Define verbal communication. Explain the advantages and disadvantages of oral and written communication with suitable examples. 20
- OR**
- b) i) Describe different language barriers with examples. 10
- ii) Write a detailed note on digital means of communication. 10
- Q.3 a) Elaborate the functions of Mass Communication. 20
- OR**
- b) i) Express your opinion on the relevance of traditional folk media in today's world. 10
- ii) Explain the channels of mass communication. 10

Q.4 a) Trace the journey of Indian cinema from its beginning till the end of silent era. 20

OR

- b i) Examine ownership pattern of newspaper in India. 10
ii) Write in detail the growth and development of radio broadcasting in India. 10

Q.5 a) List the major types of social media. Explain the origin, nature and current status of any four types of social media. 20

OR

- b i) Explain any two genres of movie with examples. 10
ii) Critical note on any two formats of television. 10
