

PARUL UNIVERSITY
FACULTY OF ARTS
B.A. Summer 2017 – 18 Examination

Semester: 1**Subject Code: 15103101****Subject Name: Introduction to Mass Communication****Date: 28/05/2018****Time: 10.30 am to 1.00 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)**

1. How many people are there in group communication?
(a) less than 100 (b) more than 100
(c) more than 1000 (d) none of the above
2. Auto suggestion comes under which type of communication?
(a) inter personal communication (b) intrapersonal communication
(c) group communication (d) mass communication
3. Which one of the following is a part of print media?
(a) Billboards (b) Pamphlets
(c) Hoardings (d) All of the above
4. Which of the following is an example of interactive communication?
(a) Tele shopping (b) newspaper
(c) books (d) None of the above
5. Social media can be termed as
(a) Authentic Media (b) Digital Media
(c) Authorized Media (d) None of the above
6. Garba would relate to which field of reporting?
(a) Art and culture (b) Politics
(c) Crime (d) None of the above
7. 'The Bombay Samachar' was a newspaper in which language?
(a) Marathi (b) Gujarati
(c) Hindi (d) English
8. Which of the following are types of Headlines?
(a) Banner (b) Boxed
(c) curiosity (d) All of the above
9. The Kumbh Mela is an example of
(a) inter personal communication (b) intrapersonal communication
(c) group communication (d) mass communication
10. Can Electronic Media be called Mass media?
(a) Yes (b) No
(c) Maybe (d) None of the above
11. What are the functions of the Mass Media?
(a) Information (b) Entertainment
(c) Advertisement (d) All of the above
12. Who is the first person in a news organization?
(a) Editor (b) proof reader
(c) News reporter (d) Printer
13. How does a news reporter gather stories?
(a) Asks his friends for news (b) Gets out and finds news
(c) Both A and B (d) None of the above
14. Yellow Journalism is called
(a) Make believe journalism (b) Lobbying
(c) Yellow Journalism (d) None of the above

15. Internet has led to
(a) Differences between people (b) Industrialization
(c) Globalization (d) mechanization
16. Is Infrastructure important in mass media?
(a) yes (b) No
(c) Maybe (d) Never

B. Answer the following questions in one sentence. (Each of 01 mark)

(07)

1. Define Mass Communication.
2. What is the role of a proof reader?
3. What is the definition of Interpersonal communication?
4. What is the role of the page designer?
5. Define Communication.
6. Name two pioneer newspapers of Indian language journalism.
7. Who started the Bengal Gazette?

Q.2 Answer the following.

A. Explain Investigative and Interpretive reporting.

(04)

B. What is the need for Communication

(04)

C. Who yellow Journalism in detail.

(04)

OR

C. Explain the process of communication in detail.

(04)

Q.3 Answer the following.

A. How is social media different from Print Media

(05)

B. How does media contribute to a nation

(05)

C. Explain in detail the functions of mass communication.

(05)

OR

C. Explain the term News in detail.

(05)

Q.4 Answer the following questions in length

A. Explain in detail the types of communication.

(06)

B. Explain the three stages of Interpersonal Communication in detail.

(06)

C. Explain any three types of Visual Communication

(06)

OR

C. Explain all the major fields of a news reporter in short.

(06)