

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**B.Arts Summer 2018-19 Examination**

Semester: 1

Subject Code: 15103101

Subject Name: Introduction to Mass Communication

Date: 29/04/2019

Time: 2.00 pm to 4.30 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. The process of communication is incomplete without the .....

- (a) Sender            (c) Medium  
 (b) Receiver        (d) Feedback

2. Which function allows media to reflect and influence societal norms?

- (a) Correlation    (c) Cultural transmission  
 (b) Surveillance   (d) Entertainment

3. Communication should be .....

- (a) Clear            (c) Haphazard  
 (b) Effective       (d) Quick

4. .... is considered to be the first wireless service to be broadcast

- (a) Radio            (b) Television  
 (c) Phone           (d) Bluetooth

5. .... is the use of auditory language to exchange information with other people

- (a) Radio communication        (b) Non-verbal communication  
 (c) Wireless communication     (d) Verbal communication

6. Which is the most well-known form of primitive communication?

- (a) Speaking            (c) Telephone  
 (b) Messenger pigeons   (d) Cave paintings

7. Using gestures, facial expressions, body movement to communicate is a form of .....

- (a) Radio communication        (b) Non-verbal communication  
 (c) Wireless communication     (d) Verbal communication

8. What are replacing journals as a form of self-expression?

- (a) Facebook pages        (c) Blogs  
 (b) Whatsapp messages   (d) Websites

9. Oral communication implies communication through .....

- (a) Photos            (b) Actions  
 (c) Mouth            (d) Gestures

10. Communication is a means of connecting

- (a) Languages    (c) Cities  
 (b) People        (d) Groups

11. Short informative videos are known as .....

- (a) Vlogs            (b) Films  
 (c) Advertisements        (d) Documentaries

12. In interpersonal and group communication the sender is usually .....

- (a) Multiple        (c) One  
 (b) Everyone      (d) Same

13. Which of the below is a type of wireless communication?

- (a) Bluetooth            (b) GPS  
 (c) Pager                (d) All of the above

14. .... is a 'professionally educated guess' about what the public will like

- (a) Reporting        (c) Selection  
 (b) News              (d) Gate keeping

15. Which of the below is not a mass medium?

- (a) Newspaper (b) Telephone  
(c) Magazine (d) Films

16. The situation in which your message is delivered is the .....

- (a) Context (c) Medium  
(b) Communication (d) News

**B. Answer in Short. (Each of 01 mark)**

**(07)**

1. Define mass media.
2. What is the process of communication?
3. What is 'noise' in communication?
4. List any five types of wireless communications.
5. Do you use Facebook? Mention a positive and negative impact in a sentence.
6. What is mass communication?
7. What is WLAN?

**Q.2 Answer the following.**

A. What are the steps of any communication?

**(04)**

B. Define communication along with the main steps common for all communications.

**(04)**

C. What is verbal and non-verbal communication?

**(04)**

**OR**

C. Enlist and elaborate the problems in mass communication.

**(04)**

**Q.3 Answer the following.**

A. Why are communication skills important for media personnel? Elaborate with examples.

**(05)**

B. What are mass mediums? Enlist and explain.

**(05)**

C. Explain the use of films and photographs as a medium of visual communication.

**(05)**

**OR**

C. Give a brief history of wireless communication.

**(05)**

**Q.4 Answer the following.**

A. Enlist and explain types of wireless communication.

**(06)**

B. Why would one choose wireless communication? Enlist and explain the advantages and disadvantages of wireless communication.

**(06)**

C. Explain the evolution of communication.

**(06)**

**OR**

C. Elaborate on the advantages and disadvantages of oral communication.

**(06)**