

Parul University
Faculty of Arts
B.A, Winter2017-18 Examination

Semester-1**Subject code: 15103101****Subject: Introduction to mass communication****Date – 19/12/2017****Time-10:30am to 1:00pm****Total Marks 60**

Instruction:

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

Q-1(A) MCQ (0.5 marks each)**(8)**

- 1- What was the name of newspaper started during East India Company?
 (1) Lal-bal-pal (2) The Bengal gazette
 (3) news gazette (4) the gazette of Bengal
- 2- Elections relates to which field of news reporting?
 (1) Education (2) Court
 (3) Politics (4) Crime
- 3- Folk dance of Cambodia relates to which field of news reporting?
 (1) Art and culture (2) Court
 (3) Politics (4) Crime
- 4- Domestic violence relates to which field of news reporting?
 (1) Art and culture (2) Court
 (3) Politics (4) Crime
- 5- Student's agitation relates to which field of news reporting?
 (1) Education and politics (2) Education and Court
 (3) Education and society (4) Education and Crime
- 6- How many people are there in group communication?
 (1) more than 100 (2) less than 100
 (3) More than 99 (4) Minimum 1000
- 7- In digital media E-paper is the best option for regular reader of news paper
 (1) True (2) False
 (3) no - Many other options (4) none of above
- 8- Word 'Education' relates to what for a news editor...
 (1) school (2)field
 (3) exam (4) knowledge
- 9- Inter personal communication is communication between
 (1) 100 person (2) 20 person
 (3) 2 person (4) 40 person
- 10- Social media is
 (1) Authentic media (2) Unauthentic media
 (3) Digital media (4) Authorised media
- 11- Who is the leader in print media?
 (1) proof reader (2) printer
 (3) editor (4) news reporter
- 12- Electronic media is mass media.....
 (1) True (2) False
 (3)no, its digital media (4) None of above
- 13- In print media a news reporter works by...
 (1) sees websites and gets news (2) watches TV and takes news
 (3) seats in office and collects news (4) goes out and gets news
- 14- During east India Company Rule who Supported first newspaper?
 (1) Gangadhar Chattopadhyay (2) Rabindranath Gangadhar
 (3) Gangadhar Bhattacharya (4) Balgangadhar Bhattacharya
- 15- Auto suggestion is a type of Intra personal communication
 (1) True (2) False
 (3) no - inter personal communication (4) none of above

16–Who started first newspaper during east India Company Rule?

- (1) James Johns (2) James Hicky
(3) James Cameroon (4) James Bruner

Q-1(B) Short question-answers. (1 mark each) (07)

1. Define auto suggestion
2. Explain proof reader's work
3. Give definition of Mass Communication.
4. Explain Group Communication.
5. Is infrastructure important in Mass Media? If yes how?
6. What is the roll of sub editor?
7. Explain page designer's work

Q-2 Answer in brief (4 mark each) (12)

1. What should be the role of media while reporting for riots?
2. Explain Yellow Journalism in brief, with example.
3. Who plays key role in print media? Explain how.

Or

3. Explain communication in detail

Q-3 Write a short note. (5 marks each) (15)

1. Explain difference between Print media and social media
2. Is media important for nation? How?
3. Journalism and Society.

Or

3. Print Media.

Q-4 Answer in detail (6marks each) (18)

1. Write all main fields for news reporter and explain each in short.
2. Explain main 4 types of communication give detail of each.
3. Is social media effective for society? Explain positive and negative sides of social media.

Or

3. Explain 3 types of Intrapersonal communication in detail.