

PARUL UNIVERSITY
FACULTY OF ARTS
B.A., Winter Examination 2018-2019

Semester: 1**Subject Code: 15103101****Subject Name: Introduction to Mass Communication****Date: 26 /11/2018****Time: 10:30am to 1:00pm****Total Marks: 60**

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.**A. Multiple choice type questions. (Each of 0.5 mark)****(08)**

1. Which is the most well-known form of primitive communication?
 - (a) Cave paintings
 - (b) Speaking
 - (c) Messenger pigeons
 - (d) Telephone
2. Print press was first established by
 - (a) Benjamin Franklin
 - (b) Edwin Armstrong
 - (c) Graham Bell
 - (d) Johannes Gutenberg
3. WLAN stands for Wireless Local Area Network.
 - (a) Correct
 - (b) Incorrect
4. is the examination of one's own conscious thoughts and feelings.
 - (a) Aptitude
 - (b) Introspection
 - (c) Self-discipline
 - (d) Analysis
5. Which of the below is a type of wireless communication?
 - (a) Pager
 - (b) GPS
 - (c) Bluetooth
 - (d) All of the above
6. is the use of auditory language to exchange information with other people.
 - (a) Non-verbal communication
 - (b) Radio communication
 - (c) Wireless communication
 - (d) Verbal communication
7. Communication is inversely proportional to the choice of words or its content.
 - (a) True
 - (b) False
8. Which of the below is not a mass medium?
 - (a) Magazine
 - (b) Telephone
 - (c) Newspaper
 - (d) Films
9. Oral communication implies communication through
 - (a) Actions
 - (b) Mouth
 - (c) Photos
 - (d) Gestures
10. is considered to be the first wireless service to be broadcast.
 - (a) Phone
 - (b) Television
 - (c) Radio
 - (d) Bluetooth
11. Using gestures, facial expressions, body movement to communicate is a form of
 - (a) Verbal communication
 - (b) Radio communication
 - (c) Non-verbal communication
 - (d) Wireless communication
12. Social media is often the first on the scene when incidents occur.
 - (a) True
 - (b) False
13. What are replacing journals as a form of self-expression?
 - (a) Whatsapp messages
 - (b) Blogs
 - (c) Websites
 - (d) Facebook pages

14. Communication should be

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

15. Communication is a means of connecting.....

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

16. must be kept in mind while preparing content.

- (a) Medium (c) Target audience
(b) Sender (d) Time

B. Short Questions (Each of 01 mark)

(07)

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

Q.2 Answer the following.

- A. How can feelings be incorporated while communicating in the media? **(04)**
- B. What is wireless communication and electromagnetic waves? **(04)**
- C. Why is communication necessary? Elaborate with examples. **(04)**

OR

- C. Explain visual communication with examples. **(04)**

Q.3 Answer the following.

- A. How can 'Books' be a mass medium? Discuss their impact with examples. **(05)**
- B. Why are communication skills important for media personnel? Elaborate with examples. **(05)**
- C. Explain the use of films and photographs as a medium of visual communication. **(05)**

OR

- C. What are mass mediums? Enlist and explain. **(05)**

Q.4 Answer the following in detail

- A. Elaborate on the advantages and disadvantages of oral communication. **(06)**
- B. Explain the evolution of communication. **(06)**
- C. Discuss the role and impact of infotainment channels, documentaries and flash mobs. **(06)**

OR

- C. Elaborate the functions and elements of mass communication. **(06)**