

PARUL UNIVERSITY
FACULTY OF ARTS
B.A Winter 2019 – 20 Examination

Semester: 1
Subject Code: 15103101
Subject Name: Introduction to Mass Communication

Date: 21/11/2019
Time: 10:30am to 01:00pm
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. What are replacing journals as a form of self expression?**

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

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

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

3. Printing press was first established by

- (a) Benjamin Franklin (c) Edwin Armstrong
 (b) Johann Gutenberg (d) Graham Bell

4. 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

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

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

6. is the examination of one's own conscious thoughts and feelings

- (a) Analysis (b) Aptitude
 (c) Introspection (d) Self-discipline

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

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

8. Short informative videos are known as

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

9. The process of communication is incomplete without the

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

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

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

11. To deliver your messages effectively, you must commit to breaking down the that exist in each of these stages of the communication process.

- (a) Barriers (c) Ambiguity
 (b) Mediums (d) Complexity

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

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

13. Communication should be

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

14. must be kept in mind while preparing content.

- (a) Target audience (c) Sender

(b) Time (d) Medium

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

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

16. Oral communication implies communication through

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

B. Answer in short . (Each of 01 mark)

(07)

1. What is the full form of GPS?
2. Define 'Communication'
3. What is mass communication?
4. What is the full form of WLAN?
5. List any five types of wireless communications.
6. What is 'noise' in communication?
7. What were the earliest known forms of communication? Name any two.

Q.2 Answer the following.

- A. Define communication along with the main steps common for all communications. **(04)**
B. Why is communication necessary? Elaborate with examples. **(04)**
C. What is verbal and non-verbal communication? **(04)**

OR

- C. How to improve verbal and non-verbal communication? **(04)**

Q.3 Answer the following.

- A. How can 'books' be a mass medium? Discuss their impact with examples. **(05)**
B. What are mass mediums? Enlist and explain. **(05)**
C. Give a brief history of wireless communication. **(05)**

OR

- C. Explain the use of films and photographs as a medium of visual communication. **(05)**

Q.4 Answer the following.

- A. Elaborate on the advantages and disadvantages of oral communication. **(06)**
B. Elaborate on the role and impact of gaming, social media and internet on the youth. **(06)**
C. Explain the basic elements of wireless communication in detail. **(06)**

OR

- C. Enlist and explain types of wireless communication. **(06)**