

# END TERM EXAMINATION

04521402422

FIRST SEMESTER [BA(JMC)] FEBRUARY 2023

Paper Code: BA(JMC)-101

Subject: Communication: Concepts  
& Processes

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all question as directed. Internal choice is indicated.

Q1 Write short notes on **any three** of the following:- (5x3=15)

- (a) Human Communication
- (b) Five Senses of Communication
- ✓(c) Johari Window
- ✓(d) Seven C's of Communication
- ✓(e) Magic Bullet Theory

Q2 Barriers hamper the true essence of effective communication'. Do you agree? Also Discuss the types of barriers in communication. (15)

OR

✗ Distinguish between Verbal and Non- Verbal Types of Communication.

✓ Q3 The role of Mass Communication has increased greatly. In the light of this statement explain the basic functions and characteristics of Mass Communication. (15)

OR

omh Mass media can help shape the culture of an urban society. Do you subscribe to this view? Give examples from your surroundings.

Q4 Differentiate between Interactive and Transactional Model of Communication by explaining both in detail. (15)

OR

'Journalists are gatekeepers of information". Discuss this Statement with the help of Westley McLean Model of communication and relates it to Gate- keeping Model of Communication.

✓ Q5 What is normative theory of Mass communication? Discuss one of the popular normative theories. (15)

OR

Discuss **any two** Theories of Mass Communication:-

- (a) Uses and Gratification Theory
- (b) Cultivation Theory ✓
- (c) Cognitive Dissonance Theory ✓

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