

(Please write your Exam Roll No.)

Exam Roll No. 03814202423

# END TERM EXAMINATION

FIRST SEMESTER [BA(JMC)] JANUARY 2024

Paper Code: BA(JMC)-101

Subject: Communication: Concepts  
and Processes

Time: 3 Hours

Maximum Marks: 60

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

- Q1 Write note on **any two** of the following (12)
- a) Mass communication
  - b) Bullet Theory
  - c) Gerbner's Model
  - d) Folk and Traditional Media
- Q2 In business communication courtesy and clarity are as important as conciseness and completeness." Discuss in detail. (12)
- OR**
- "The single most significant characteristic of the human race is the ability to communicate." Discuss
- Q3 What is Gatekeeping? Discuss the relevant communication model illustrating gatekeeping in news? (12)
- OR**
- What are various media of mass communication? List and define them
- Q4 Critically discuss the relevance of the Normative Theories of mass communication. (12)
- OR**
- Communication is the process of sending and receiving information. Explain the communication process in the light of this statement. Draw the communication cycle to support the answer.
- Q5 Write a short note on **any three**: (3x4=12)
- a) Newcomb's Model
  - b) Agenda setting theory
  - c) Laswell's Model
  - d) Shannon Weaver's Mathematical Model

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