

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024**

Semester : Semester I - 2023

Course Code : BAJ1012

Course Name : Introduction to Communication Model

Program : BA Journalism and Mass Communication

Date : 11-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. What do you understand by Mass Communication?
(CO1) [Knowledge]
2. Explain the concept of Noise in the communication process.
(CO2) [Knowledge]
3. What does Uses and gratification theory imply?
(CO3) [Knowledge]
4. What is folk media?
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Write the difference between verbal and non verbal communication. Elaborate the advantages & disadvantages of it.
(CO1) [Comprehension]
6. Explain the Neuman's spiral of silence model.
(CO2) [Comprehension]
7. Explain the Agenda setting theory with a diagram.
(CO3) [Comprehension]
8. It is said that, 'film is a reflection of society'. Elaborate on this with current based appropriate examples.
(CO4) [Comprehension]

9. Explain the Aristotle's model of communication with a diagram. Write the advantages and disadvantages of the same.

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. What are different forms of folk media? Explain under what kind of situation would folk media be a better way of communication than the main stream media. Give examples and the strategy.

(CO1) [Application]

11. Explain the history of Print Media, in particularly the evolution of Books and Newspapers. Also give the basic features/characteristics of these two mediums i.e. Books and Newspapers as a form of communication.

(CO4) [Application]