



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester Career Related B.A. Degree Examination, November 2014

First Degree Programme under CBCSS

Core Course – I: Journalism Mass Communication & Video Production

AUJC141: Introduction to Mass Communication

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Phatic stage is associated with –
2. The present Chairman of Prasar Bharati Corporation.
3. The first talkie in India.
4. The year in which Indian State Broadcasting Service became AIR.
5. The online diary is popularly known as
6. Dance's model is also known as
7. The first children's channel in Malayalam.
8. Dada Saheb Phalke is associated with
9. The type of communication in which more than three people include
10. DD Malayalam started in the year

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Noise.
12. Feedback.
13. Intrapersonal communication.
14. FM Radio.

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15. Physical Barrier.
16. Interactivity.
17. Mass – line Communication.
18. Channel.
19. Aristotle’s Model of Communication.
20. SITE.
21. Group Communication.
22. Definition of Communication.

(8 x 2 = 16 Marks)

SECTION – C

Short essay type : Answer any SIX questions, each not less than 120 words.

23. 7 ‘C’s of communication.
24. Elaborate the importance of interpersonal communication.
25. Explain SMCR model.
26. Explain different types of Mass Media.
27. Psychological Barrier is the most difficult one to overcome. Put your views.
28. What is a communication model ? Discuss the purpose and functions of communication models.
29. Discuss Indian concept of communication.
30. Describe the characteristics of Mass Media.
31. Differentiate between linear model and non – linear models of communication.

(6 x 4 = 24 Marks)

SECTION – D

Long essay type : Answer any TWO questions, each not less than 300 words.

32. Explain the main functions of Mass Communication.
33. Critically analyse the Malayalam News Channels.
34. The new media has drastically changed the conventional communication methods. Write your views for or against the topic with ample arguments.
35. Discuss the positive and negative impact of mass media in the society with special mention to India.

(2 x 15 = 30 Marks)

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