

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc.(MEFT) (Sem.-2)**  
**MASS COMMUNICATION THEORIES & MODELS**  
Subject Code : BMEFT-106  
M.Code : 13509

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Answer briefly :**

- a) Define Mass Communication
- b) Information
- c) Integration
- d) Entertainment
- e) Stimulus
- f) Follower
- g) Diffusion
- h) Cultivation
- i) Semantics
- j) Source-encoder

**SECTION-B**

2. What is diffusion?
3. Explain Osgood model.
4. What are psychological barriers in communication?
5. Differentiate between mass media and non-mass media.
6. List four characteristics of television.

**SECTION-C**

7. What are the factors responsible for growing importance of mass communication?
8. Highlight the importance of Cultivation Theory.
9. Discuss the influence of mass media on youth and children.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**