

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.A.(JAMC) (2018 & Onwards) (Sem.-1)
INTRODUCTION TO COMMUNICATION
Subject Code : MAJMC-101-18
M.Code : 75308

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION A, B, C & D contains TWO questions each.
2. Attempt any FIVE Questions in all, selecting atleast ONE question from each section.
3. Each question carries TWELVE marks.

SECTION-A

1. What is communication? Describe the communication process, explaining the role of each element in detail.
2. Discuss various barriers that lead to communication breakdown.

SECTION-B

3. Explain the principles of communication
4. Discuss various forms of traditional media. Also explain the importance of traditional forms of media.

SECTION-C

5. When and how did communication begin?
6. Explain the following :
 - a) Mass communication
 - b) Define Fiction

SECTION-D

7. Explain two step flow theory in detail.
8. Discuss merits and demerits of Harold Lasswell model of communication.

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.