

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

Master of Arts (Journalism and Mass Communication) (Sem.-1)

INTRODUCTION TO COMMUNICATION

Subject Code : UC/MAJMC-101-19

M.Code : 77329

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. Define Communication. What is the link between evolution of human beings and human communication? (12)
2. Explain the functions and objectives of communication. (12)

SECTION-B

3. Discuss how socialization and communication benefit from each other. (12)
4. What are the features and importance of non-verbal communication? (12)

SECTION-C

5. 'Mediated communication has its benefits but face to face communication is essential for the development of human society'. Comment. (12)
6. How is man to machine communication going to change communication landscape? (12)

SECTION-D

7. What is the contribution of Schramm to communication? (12)
8. Discuss Agenda setting theory. Also give its merits and demerits. (12)

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.