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Total No. of Questions : 09

B.Sc.(JAMC) (Sem.-2)
MASS COMMUNICATION CONCEPTS & PROCESSES
Subject Code : BJAMC-102
Paper ID : [B0430]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 has to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.**

SECTION-A

1. Answer briefly :

- Define Mass Communication.
- Mass Culture.
- Two characteristics of Mass Communication.
- Education.
- Information.
- Socialization.
- Dissonance elements.
- Agenda.
- Cultivation.
- Folk media.

SECTION-B

2. What is the scope of mass communication?
3. List five tools of Mass Communication.
4. Differentiate between traditional and folk media.
5. Define public affairs.
6. Explain the concept of Media Agenda.

SECTION-C

7. Discuss the impact of mass media on society.
8. What are the salient features of the Cultivation Theory?
9. What is the role of advertising in mass communication?