

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 Paper ID: [F0308]

Time: 3 Hrs. Max. Marks: 60

### **INSTRUCTION TO CANDIDATES:**

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

### **SECTION-A**

# Q1. Answer briefly:

- a. Mass communication
- Many First Banker com b. Psychological barriers
- c. Concept of noise
- d. Feedback
- e. Bullet theory
- f. Gate keeping
- g. Electronic media
- h. Os good
- i. Linguistic barriers
- i. Transmission



### **SECTION-B**

- Q2. What are the different ways of communication?
- Q3. Explain how communication models work. Explain with examples.
- Q4. Differentiate between one step flow and two step flow theory of mass communication.
- Q5. What are the major findings of New Comb's model of mass communication?
- Q6. Elucidate the Functions of Mass communication.

## **SECTION-C**

- Q7. How cultural barriers effect social communication?
- Q8. Explain the factors responsible for growth of Mass communication.
- Q9. What the importance of Dance Model in the process of communication?

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