

Total No. of Pages : 01

Total No. of Questions : 06

M.Sc.(JAMC) (2015 to 2017) (Sem.-1)
INTRODUCTION TO COMMUNICATION
Subject Code : MJAMC-101
Paper ID : [B0439]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. Attempt any FIVE questions out of SIX questions.
2. Each question carries TWELVE marks.

1. Illustrate your understanding of the functions of communication.
2. Discuss in detail the process of human communication.
3. Highlight the importance of Shannon-Weaver model of communication.
4. What is Agenda Setting Theory of communication?
5. Why is Social Responsible Theory relevant even today?
6. Show your understanding of Cultivation Theory.