

**First Semester BA Degree Examination, November 2014**  
**(Career related First Degree Programme under CBCSS)**  
**Group 2(a): Journalism, Mass Communication & Video Production)**  
**Core Course – I**  
**JC 1141 - INTRODUCTION TO MASS COMMUNICATION**  
**(2014 admissions)**

Time:3 Hrs

Total Marks : 80

Answer **all** the following questions from 1 to 10 in one word or maximum two sentences

1. The type of communication involving two persons.....
2. Decoding is related to .....
3. The Minister for Information and Broadcasting in the central Govt  
.....
4. Anything that distorts or interferes with the message.....
5. SMCR Model was proposed by.....
6. The concept of Global Village, put forth by.....
7. The first Malayalam film.....
8. Face book is a .....
9. Communication is derived from Latin word .....
10. Lumiere Brothers are associated with..... Marks (1x 10)

Answer **any eight** questions from the following in a paragraph (Short Answers)

11. Non Verbal Communication
12. Noise
13. Dance Model of Communication
14. Intra personal communication
15. Physical Barrier
16. Online newspapers
17. Johannes Guttenberg
18. Gate keeping
19. Prasar Bharathi
20. Blogging

21. Channels of Communication

Marks (8x2)

Answer **any six** questions from the following in not less than 120 words (Short Essays)

22. Explain the evolution of human communication
23. What are the characteristics and functions of Mass Communication
24. Critically analyze the impact of social networking sites among youth
25. Define feedback and detail the importance of feedback in communication
26. Write a short note on Interpersonal and Group Communication
27. Globalization
28. Examine the scope and limitation of the print media
29. Briefly explain the history of radio in India
30. Analyze the impact of television in violent behavior among children
31. Explain the elements of Communication

Marks (6x4)

Answer **any two** questions from the following

32. Explain various models of Communication with diagrams
33. What are the 7c's of Communication
34. Explain different barriers for Communication
35. Highlight the changes in the media since the advent of globalization

Marks (2 x15)