

Duration 3 Hours

Marks: 100

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

3) The answers should contain appropriate and latest examples wherever necessary

- Q.1 a) Explain the following in 2/3 sentences each: **10**
- i) Communication
 - ii) Barriers
 - iii) Documentary films
 - iv) Blogging
 - v) Yellow Journalism
- b) Fill in the blanks choosing the correct alternatives **05**
- i) Environmental barriers are also known as _____.
a) psychological b) physical c) semantic d) cultural
 - ii) Indian Cinema had its beginning in _____.
a) Uttar Pradesh b) Maharashtra c) Gujarat d) West Bengal
 - iii) _____ is the first TV channel of India.
a) Doordarshan b) Doordhwani c) Zee d) Sony
 - iv) All India Radio is officially known as _____.
a) Akashvani b) Akashdarshan c) Doordarshan d) Kalakendra
 - v) _____ sets the structure for the news article.
a) Lead b) Byline c) Quotes d) Amplification
- c) Match the following: **05**
- | Column 'A' | Column 'B' |
|------------------------------|------------------------------|
| i) Yakshagan | a) Proxemics |
| ii) Feedback | b) Folk Media |
| iii) Twitter | c) Broadcast audience |
| iv) Non-verbal Communication | d) Backbone of communication |
| v) Mass audience | e) Social Networking site |
- Q.2 a) Define verbal communication. Explain the advantages and disadvantages of oral and written communication with suitable examples. **20**
- OR**
- b) i) Describe different language barriers with examples. **10**
 - ii) Write a detailed note on digital means of communication. **10**
- Q.3 a) Elaborate the functions of Mass Communication. **20**
- OR**
- b) i) Express your opinion on the relevance of traditional folk media in today's world. **10**
 - ii) Explain the channels of mass communication. **10**

Q.4 a) Trace the journey of Indian cinema from its beginning till the end of silent era. **20**

OR

- b i) Examine ownership pattern of newspaper in India. **10**
- ii) Write in detail the growth and development of radio broadcasting in India. **10**

Q.5 a) List the major types of social media. Explain the origin, nature and current status of any four types of social media. **20**

OR

- b i) Explain any two genres of movie with examples. **10**
- ii) Critical note on any two formats of television. **10**
