



### **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?