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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

M.Code : 21501

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. Discuss the various functions of communications.
2. What is the importance of Shannon and Weaver model of communication?
3. Enumerate the salient features of Cultivation Theory.
4. What are the difference ethical aspects of mass media?
5. What is Cognitive Dissonance Theory?
6. List the main features of multi-step flow model of communication.

NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC case against the Student.