

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

B.Sc.(MEFT) (Sem.-2)

MASS COMMUNICATION THEORIES & MODELS

Subject Code : BMEFT-106

M.Code : 13509

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

Write briefly :

1. Semantic barriers
2. Audience
3. Cultivation
4. Belief
5. Entertainment
6. Feedback
7. Os good Model
8. Persuade
9. Social Media
10. Interpersonal communication

SECTION-B

11. Define the concept and scope of mass communication in detail.
12. Explain the barriers of Communication in detail.
13. Discuss the various characteristics of Mass media.
14. Explain the Gerbner's Model of Mass communication.
15. Discuss Agenda setting theory in detail.

SECTION-C

16. Elucidate the Hypodermic needle theory with examples.
17. How electronic media is a powerful medium of communication?
18. Explain the functions of Mass Communication in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.