No. of Printed Pages—2

**18 (CCOM/CC)**

**[ 17–HDGKACRM–M1 ]**

**PGDMC/MMC 1st Semester Exam., 2017**

# CONCEPT OF COMMUNICATION

[ PGDMC 01/MMC 01 ]

*Full Marks* : 80

*Time* : 3 hours

*The figures in the margin indicate full marks for the questions*

**1.** Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) What is the importance of feedback in a communication process?

(b) What are the different organizational barriers?

(c) Define petroglyphs.

(d) Why was the invention of Gutenberg's printing press considered to be the most important event in the history of communication?

(e) Which was the first newspaper that came up in America and in which year?

(f) What does the mobilization function of media refer to?

**2.** Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) "Communication is sharing of experiences on the basis of commonness." Explain.

(b) What are the different types of communication based on verbal and linguistic expressions?

(c) How does communication process take place? Explain with the help of a diagram.

(d) Explain socialization. Who are known as the agents of socialization?

**3.** Answer any *three* from the following questions (each within *250* words) : 6×3=18

*(a)* What are the functions of communication as given by Lasswell?

*(b)* Define the term 'noise'. What are its different types?

*(c)* "Mass communication represents the creation and sending of a homogenous message to a large heterogeneous audience through the media." Discuss.

*(d)* What are the seven C's of communication?

**4.** Answer any *four* from the following questions (each within *500* words) : 10×4=40

*(a)* What are the different characteristics of mass communication?

*(b)* State the importance of communication in the society.

*(c)* According to you, which media has better reach and access in a country like India? Justify your answer with the help of examples.

*(d)* How can alternative media be used as tools of micro-level communication?

*(e)* What is your take on the growing expansion of the online media, specially online newspapers? Will it given stiff competition to the print media sector? Explain.

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