No. of Printed Pages—2

18 (CCOM)

[18–HRGPKAC–M1S]

MMC/PGDMC 1st Semester Exam., 2018

CONCEPT OF COMMUNICATION

[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 does 'frame of reference' mean?

(b) What are the elements in the process of communication?

(c) Define an information society.

(d) Mention the different types of socialization.

(e) What does media literacy mean?

(f) Write the meaning of alternative media.

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

(a) Define verbal and non-verbal communications with suitable examples.

(b) What were the early forms of communication tools that were used in ancient India?

(c) Explain how mass media helps in cultural promotion.

(d) Write a short note on the PR institutions of the country.

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 Dominick? Discuss.

(b) Discuss the different types of mass communication with relevant examples.

(c) What is the relationship between communication and culture? How do they affect each other?

(d) "Communication is sharing of experiences on the basis of commonness." Elucidate the statement with the help of examples.

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

(a) Describe the process of communication and explain why it is important in the lives of human beings.

(b) Discuss the history of communication from the stone age to the digital era.

(c) Explain in detail the different types of barriers to communication.

(d) What are the ten commandments of good communication?

(e) What is the importance of audience in mass media? What are the different types of audience?

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