No. of Printed Pages—4

91/92 (EDSC/EDMM)

[19HKMDMCO–M4S(O)19A]

MMC 4th Semester (Old) Exam., 2019 (S)

MASS COMMUNICATION

[MMC (S4) 13]

[Emerging Discipline in Mass Communication—I (Science Communication)]

(Optional)

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) State the derivation of the word 'science'.

(b) What are the different kinds of communication forms?

(c) Who emphasized on the creation of a democracy of science? What does it refer to?

(d) What do you mean by scientific literacy?

(e) When did Assamese science journalism begin? Name the first Assamese science book.

(f) What is the importance of headline in a science news report?

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

(a) Explain the structure of a science news story with the help of an example.

(b) Mention three important points to be followed while writing a news story.

(c) What do you mean by interview? State the significance of interview in science writing.

(d) How does health communication serve as a key strategy to inform the public about health concerns?

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

(a) What do you mean by cyber law? What are its different types?

(b) Write a short note on the emergence of Indian Patent system.

(c) What reasons can be attributed to the poor coverage of science-related issues in Indian media?

(d) Write a brief note on science communication movement in India.

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

(a) What are the different kinds of science writing? Discuss.

(b) Write notes on the following :

(i) Panel discussion

(ii) Science feature

(iii) Science talks

(c) What is environmental communication? Mention the areas where it is useful.

(d) What do you understand by science communication? How does science communication help to dispel superstitions and prejudices? Explain citing examples.

(e) What are the different awards that are given in the field of science communication in India?

(Continued)

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(Continued)

[19HKMDMCO-M4S(O)19A]

MMC 4th Semester (Old) Exam., 2019 (S)

MASS COMMUNICATION

[MMC (S4) 14]

[Emerging Discipline in Mass Communication—I (Media Management)]

(Optional)

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) Mention any four barriers to effective business communication.

(b) When was the Society of American Business Editors and Writers formed? Why was it formed?

(c) What do you mean by virtual agents?

(d) What is an executive summary?

(e) Give George R. Terry's definition of management.

(f) Mention any two advantages of individual ownership of mass media.

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

(a) How can voice technologies help to improve and enhance business communication?

(b) What are the principles for effective writing in business communication?

(c) What constitutes a good project report?

(d) Advertising revenue generally comes from three sources. What are they?

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

(a) What are the five P's of marketing mix?

(b) What is the relationship between public relations and marketing?

(c) What is the role of media in the functioning of an organization?

(d) What is the purpose of the reference section in a media organization?

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

(a) What are the basic features of ENG production?

(b) Explain the format of a project report.

(c) Discuss the packaging, transportation and distribution aspects of a print media establishment and analyze their importance.

(d) What are the things to be kept in mind while preparing business presentations? Discuss the factors to be considered while giving slide presentation.

(e) Discuss the functions of management as classified by Luther Gulick.

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