No. of Printed Pages—2

**18/18N (CCOM)**

**[ 21 HRKP1S(O/N)–22A ]**

**PGDMC 1st Semester Exam., 2021 (W)**

# MASS COMMUNICATION

**( Concept of Communication )**

[ PGDMC 01 ]

*Full Marks* : 70/80

*Time* : 3 hours

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

1. Define any *five* of the following (each in around *50* words) : 2×5=10

   (a) Encoding and decoding

   (b) Feedback

   (c) Noise

   (d) Mass communication

   (e) Intrapersonal communication

   (f) Audience

2. Write notes on any *three* of the following (each in around *150* words) : 4×3=12

   (a) Alternative media

   (b) Opinion leaders

   (c) Bullet theory

   (d) Mass audience

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

*(a)* Name the functions of communication mentioned by Dominick.

*(b)* What are the ten commandments of good communication? Briefly discuss.

*(c)* How does communication help in promoting harmony and fellow feeling among the masses? Explain.

*(d)* What do you understand by the terms 'media reach' and 'media access'? Discuss.

**Learners admitted in 2020 and 2021 batch need to answer only 3 sub-questions of Q. No. 4. All other learners will have to answer 4 sub-questions of Q. No. 4**

**4.** Answer any *four* of the following questions (each in around *500* words) :

$$\frac{10 \times 3 = 30}{10 \times 4 = 40}$$

*(a)* Write a note on the present status of mass media in India.

*(b)* Explain the role of the Panchayati Raj Institutions in extending communication to the masses at the grassroot level in India.

*(c)* What communication barriers are generally encountered in an organization? Discuss with example.

*(d)* What are the advantages and disadvantages of verbal and non-verbal communications? Give relevant examples.

*(e)* Analyze the deep rooted relationship between communication and culture with suitable examples.

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