

**MMC/PGDMC 1<sup>ST</sup> SEMESTER EXAMINATION, 2013**

Subject : **Mass Communication**

Paper - I : Concept of Communication

Time : 3 Hrs

Full Marks : 80

1. Answer any five of the following (each within 50 words)

2×5 = 10

- (a) What is encoding and decoding?
- (b) Examine the difference between Interpersonal and Intrapersonal communication.
- (c) How is group communication different from public communication?
- (d) What is semantic noise?
- (e) What is instrumental surveillance?
- (f) Define the term 'media'.

2. Write short notes any three of the following (each within 100 words)  
 $4 \times 3 = 12$

- (a) Feedback
- (b) Information Society
- (c) Press Information Bureau
- (d) SITE

3. Answer any three questions from the following (each within 200 words)  
 $6 \times 3 = 18$

- (a) Discuss Harold Lasswell functions of Communication
- (b) Discuss the implications of Community Radio in North-East India.
- (c) What are the functions of mass communication?
- (d) Discuss the types of communication based on physical and linguistic expression.

4. Answer any four questions from the following (each within 400 words)  
 $10 \times 4 = 40$

- (a) Discuss McQuail's functions of communication.
- (b) What are the different types of communication barrier?

- (c) Explain the seven C's of communication with appropriate examples.
- (d) Discuss the process of communication? What are the elements in the process of communication?
- (e) What is alternative media? Discuss the role of alternative media as a tool for communication at the grassroots level.
- (f) Discuss the present status of mass media in India.

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