

Bachelor of Arts Mass Media (BAMM) Examination Nov2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday, 10/12/2022	1	Fundamental of Mass communication	11:00am To 1.30pm	1012	75

Instructions :Attempt any 5 Questions

Q.1 Attempt all Question

15 marks

- 1 ----- communication can be defined as a process whereby mass production
- 1 Formal
 2. Informal
 3. Mass
 4. Written
2. Communication means to make it.....
1. Common
 2. Personal
 3. Community
 4. Interpersonal
- 3.----- communication is the process of information, ideas, and feelings between two or more people.
1. Interpersonal
 2. Intrapersonal
 3. formal
 4. social
- 4 ----- is the example of intrapersonal communication.
1. group discussion
 2. letter
 3. meeting
 4. meditation
5. Which of the following is not an element of communication?
1. Sender
 2. Receiver
 3. Message
 4. Entertainment
6. The person who creates the message is known as-----
1. Sender
 2. Channel
 3. Messenger
 4. None of this
7. Mathematical theory of communication called as -----.
1. Aristotal model
 2. shanon weaver model
 3. Lasswell model
 4. none of the above
- 8 ----- Writing is important for mass communication.
1. Journalistic
 2. story
 3. Letter
- 9 ----- is the instrumental survilience.
1. report
 2. song
 3. film
 4. speech
- 10 The medium by which the sender sends message to receiver is known as,
1. Transmission
 2. Channel
 3. Encoding
 4. Decoding
- 11 ----- Is the type of rock art and oldest new symbols.
1. symbols
 2. The alphabets
 3. speech
 4. Cave paintings

- b.homonyms. d.phonetics
 14. culture and climate are the essential parts of every -----
 a.organization c.society
 b.institution d.film industry
15. ----- is nessesary in every endover to achieve success.
 a.structure c.ending
 b.evaluation d.planning
16. ----- is any form is not acceptable and when it comes to language or business, it a lot of problems.
 a.ambiguity c.unambiguity
 b.muddled message d.c.unambiguity
17. ----- model of communication is the one that is most prominent both in our society and most industrial cultutres.
 a.transformation c.convertng
 b.transmission d.connectng
- 18.the ritual view of communication is a communications theory proposed by-----
 a.C.B.CROWN c.James W.carey
 B.Keith Davis d.petter
19. ----- is a charactritics of a speech or prose composition that communicates effectively.
 a.conciseness c.coherent
 b.correctness d.clarity
20. ----- of communication is essential in every aspect in our life.
 a.7cs c.5cs
 b.6cs d.4cs

Q.2	A.	Explain the nonverbal communication.	10
	B.	Explain the channels of written communication.	10
Q.3	A.	Explain the physical barriers.	08
	B.	Explain the semantic barriers.	08
Q.4	A.	Explain the basic process of communication.	08
	B.	Explain the channels of oral communication.	07
Q.5	A.	Explain the 7cs of communication.	08
	B.	Explain the types of listing.	07
Q.6	A.	Explain the Reading skills.	08
	B.	Explain the any four writing styles.	07
Q.7	A.	what is prose?	08
	B.	What is Essay?	07

Bachelor of Arts (Mass Media) December 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday (13/12/2022)	SEM-I	Introduction To Sociology	11:00 a.m. to 1.30 p.m.	1014	75

Instructions- Attempt Any 5 Questions.

- Q.1 Solve All Questions. 15
- A. Answer The Following 07
1. Sociology is the scientific study of _____.
 2. A nation is a stable _____ of People.
 3. A _____ is a group of individuals involved in present social interaction.
 4. Family is the biological, social unit composed of _____, wife and children.
 5. In mythological terms sati was the name of the wife of _____.
 6. Sati were first recorded in _____.
 7. _____ is considered to be one of the pioneers of the feminist movement in India.
- B. Short Notes On. 08
1. Social Structure
 2. Social Mobility
- Q.2 A) Explain in detail social stratification and his types. 08
- B) Described the characteristics of society. 07
- Q.3 A.) What is the meaning of democracy and explain there types 08
- B). Explain types of Family. 07
- Q.4 A. What is community? explain community types. 08
- B. What is mean by culture? explain the definitions and characteristics of culture. 07
- Q.5 A. Explain the Dalit movement and its stages. 08
- B. Explain Hindutva movement in detail.
- Q.6 A. What is the meaning of social change and Role of Youth. 08
- B. What is the meaning of social change and explain factors of social change. 07
- Q.7 A. Describe the social and political movements in India. 08
- B) Give in detail about social mobility and his types. 07

Bachelor of Arts (Mass Media) December 2022

Day & Date	Semester	Subject Name	Time	Code	Marks
Monday (12/12/2022)	SEM -I	Contemporary World History	11:00 a.m. to 1.30 p.m.	1013	75

Instructions- Attempt Any 5 Questions.

- Q.1 Solve All Questions. 15
- A. Answer The Following 07
1. The first industrial revolution happened in England during the period of
 2. Who invented the first known printing press and where?
 3. In India and as in many other colonies, the growth of modern nationalism is intimately connected to the
 4. _____ returned to India in January 1915.
 5. As the demand for ___ goods fell and exports declined, peasants found it difficult to sell their harvests and pay their revenue.
 6. As the demand for ___ goods fell and exports declined, peasants found it difficult to sell their harvests and pay their revenue.
 7. What is the amalgamation and rapid unification between countries identified as?
- B. Short Notes On . 08
1. Satyagrah.
 2. Cultural Imperialism
- Q.2 What are topics of National movement. 15
- Q.3 What is Fascism vs Socialism 15
- Q.4 A. What are did press in the National movement? 08
- C. Explain traditional communication and modern communicational. 07
- Q.5 A. What does the UN say about human right? 08
- B. What Drives globalization? 07
- Q.6 A. What is Gandhian Ideology? 08
- D. What is Globalization and why is it important? 07
- Q.7 What was the Industrial revolution in Europe? 15

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Bachelor of Arts (Mass Media)

Part - I SEM-I, Examination: Oct.-2018.

Day and Date	Part	Subject Name	Time	Code	Marks
Saturday 26/10/2018	I	Introduction to Sociology	11.00 AM TO 1.30 PM	1004	75

Instructions: All questions are compulsory.

Section - I

Q.1 A) Fill in the blanks:

05

1. The father of sociology -----.
2. -----families, a woman is the head of the family.
3. ----- is big community.
4. Human society is the ----- of sociology.
5. When a person moves from lower status to higher status, It is called -----.

Q.1 B) State True or False

05

1. Religion is the kinds of Institutions. ✓
2. Social change is universal. ✓
3. culture is god made system. ✓
4. "co-operation" is the characteristics of Socialization. ✓
5. "Neighborhood" is Agencies of social control. ✓

Q.2 A) Choose correct answers from options (Single Ans.)

05

1. Socialization is a process of -----.
A) Learning B) Imitation c) Education D) Inheritance.
2. Whose statement of this - "Man is a social animal."
A) Karl Mark B) Herbert Hyman C) Aristotle D) G.S Ghure.
3. Society symbolies the network of-----
A) Human relations B) Social relations
C) Orientations D) Inter-connections
4. From which language has sociology been derived?
A) Latine, French B) Latine, Greek
C) Latine, English D) Greek, English
5. Which family is a consists of two generations only?
A) Joint family B) Matriarchal family
C) Nuclear family D) Patriarchal family

Q.2 B) Choose correct any two answers from options.

10

1. The word "Sociology" is made up of two words, These are-
A) Society B) Socious C) Logos D) Logy
2. Agents of Socializations are---
A) Cast B) Peers C) Family D) Education
3. Social control classified into two types
A) Direct B) Political C) Indirect D) Individual
4. Non-Material Culture examples are-
A) Phone B) Computer C) Knowledge D) Ideas
5. Social change Factors are---
A) Sex B) Class C) Age D) Norms

Q.3 Write a short note on following (any Five)

20

1. Concept of Sociology and politics
2. Nation
3. Democracy
4. Sting Operations
5. Social control
6. Political Influence on Media
7. Religion

Section - II

Instructions: 1) Answer any six questions from the following.

30

2) Each question carries five marks.

- Q.4 A) Explain the concept of social structure.
- Q.4 B) Discuss the Types of social Mobility.
- Q.4 C) Explain Agents of Socialization.
- Q.4 D) Discuss the characteristics of society.
- Q.4 E) Explain the Types of Family.
- Q.4 F) Write about "Community".
- Q.4 G) Discuss the characteristics of Culture.
- Q.4 H) Explain the Types of Social Stratification.
- Q.4 I) Discuss television as a mode of social change in India.
- Q.4 J) Explain the role of mass media in Indian society.

Nutan

Tribal problem

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Bachelor of Arts (Mass Media)

Part - I SEM-I, Examination: Oct.-2018.

Day and Date	Part	Subject Name	Time	Code	Marks
Monday 04/10/2018	I	Fundamentals of Mass Communication	11.00 AM TO 1.30 PM	1002	75

Instructions: All questions are compulsory.

Section - I

Q.1 A) Fill in the blanks:

05

- SMCR Model consist of -----
- Communication comes from ----- word
- Petroglyphs are nothing but ----
- Entertainment and information programmes were introduced from ----
- The Indian Institute of Mass communication, New Delhi undertook a study of Television violence in 1996 , using ----- Model of ' Cultivation analysis'.

05

Q.1 B) State True or False

- The term 'mass' refer great volume range or heterogeneous people, while communication refers transmission and reception of message.
- Effect → Speaker → Speech → Audience
This is called Aristotle's Model of communication.
- The functions of a newspapers can be set out under three main headings:- To information, Instruction, Entertainment.
- One of the Pioneers of the silent features film in India was Dhundiraj Govind Phalke.
- Homogeneous audience is one of the feature of mass communication.

05

Q.2 A) Choose correct answers from options (Single Ans.)

- Features of mass communication -----
 - Homogeneous audience
 - Limited area of Content
 - Low coverage
 - Feedback delayed
- Linear communication model -----
 - Scharamm's model
 - Shannon and Weaver model
 - Aristotle's model
 - None of the above
- The first recording of and Indian song took place in ----- in Bombay.
 - 1902
 - 1903
 - 1904
 - 1905
- Indian State Broadcasting service (ISBS) turned into AIR in -----
 - June 1935
 - June 1936
 - June 1937
 - June 1938
- The Telephone first introduced by -----
 - Alexander G. Bell
 - Morse
 - Lasswell's
 - None of the above

Q.2 B) Choose correct any two answers from options.

a. Mass communication involves -----

1) sender

2) Receiver

3) Cave paintings

4) None of the above

b. Definitions of 'Mass Communication' given by some scholars.

1) Defleur and Dennis

2) Newton

3) Dr. Jopesh R. Dominik

4) Einstein

c. Interactive Model -----

1) Schramm's model

2) White's Model

3) Aristotle's Model

4) Berlo's SMCR Model

4) In 1844, introduced by Samuel F.B. Morse ----- signals made from the sound of a clacking armature were easily read and a new craft was born called 'Telegraphy'.

1) Dot

2) Square

3) Dash

4) circle

5) The Director's use of camera techniques can represents characters including -----

1) Camera Movement

2) Camera angles

3) Design

4) Logo

Q.3 Write a short note on following (any Five)

20

1) What is mass communication and define Mass communication given by Scholars?

2) Explain need and importance of mass communication .

3) Discuss access and usage of newspapers.

4) Explain concept of audience and their access and uses of film media.

5) Media as a primary source of information.

6) Explain Aristotle's model.

7) Explain Berlo's SMCR model.

Section - II

Instructions: 1) Answer any six questions from the following.

30

2) Each question carries five marks.

Q.4 A) What is scope of mass communication and explain characteristics of Mass communication?

Q.4 B) Elaborate evolution of mass communication from stone age to present concept of crowd- public- group mass.

Q.4 C) Explain types of communication.

Q.4 D) Explain Lasswell's model.

Q.4 E) Explain Shannon and Weaver model.

Q.4 F) Explain Media and violence.

Q.4 G) Explain Media and representation.

Q.4 H) Media and socialization.

Q.4 I) Explain access and usage of computers/ Internet.

Q.4 J) Explain role of technology functions.

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Bachelor of Arts (Mass Media)

Part - I SEM-I, Examination: Oct.-2018.

Day and Date	Part	Subject Name	Time	Code	Marks
Tuesday 23/10/2018	I	Effective Communication Skill	11.00 AM TO 1.30 PM	1001	75

Instructions: All questions are compulsory.

Section - I

Q.1 A) Fill in the blanks:

05

- 1) are made by staff for various kind.
- 2) A Demand is formal and is put up though an
- 3) Telephone talk depends entirely on the
- 4) are the most widely used form of written communication.
- 5) Graphs and charts of different kinds represent information.

Q.1 B) State True or False

05

- 1) 'Communication is a process of passing information and understanding from one person to another' written by The American Management Association.
- 2) Communication is the process by which information is passed between individuals or organisations written by peter little.
- 3) Presentation is always in reading.
- 4) A suggestion is a new idea proposed for consideration.
- 5) A complaint may be oral or written.

Q.2 A) Choose correct answers from options (Single Ans.)

05

1. A may be made by a group of persons.
a) representation b) complaint c) demand d) appeal.
2. A is followed by applause from the audience.
a) interview b) meeting c) public speech d) presentation.
3. can be combined with a very few words for persons who cannot read well as in postures.
a) Colours b) Pictures c) Diagrams d) Maps
4. reading involves treading for pleasure.
a) Extensive b) Intensive c) scanning d) Skimming.
5. In good writing the author will not just say. "The Vampire killed his lover."
a) Narrative b) Essay c) Descriptive d) poetry.

Q.2 B) Choose correct any two answers from options.

10

1. Choose nouns from the following alternatives:

- a) produced b) production c) product d) producing
2. Model auxiliary for permission : May :: necessity
- a) Must b) Can c) Should d) Could
3. Choose correct forms of adverbs in following sentence :
- a) Courageously b) Fastly c) Couragely d) Fast
4. Choose correct adjectives from the given alternatives
- a) Shape b) Expensive c) Beauty d) Unique.
5. Grandmother to temple early in the morning every day.
Choose the correct form of verb to complete the sentence:
- a) Went b) Goes c) Has gone d) Gone.

20

Q.3 Write a short note on following (any Five)

- 1) Formal communication.
- 2) Verbal communication.
- 3) Importance of body language.
- 4) Basic elements of communication.
- 5) Importance of suggestion.
- 6) Informal communication.
- 7) Non verbal communication.

Section – II

**Instructions: 1) Answer any six questions from the following.
2) Each question carries five marks.**

30

- Q.4 A) Write channels of oral communication.
- Q.4 B) Write a job application for the post of a news reporter, give your Bio – data.
- Q.4 C) Write a report on “Teacher day” celebrated in your college.
- Q.4 D) Explain the types of listening.
- Q.4 E) Importance of reading skill.
- Q.4 F) Explain the writing skill.
- Q.4 G) Importance of oral communication.
- Q.4 H) Explain the types of communication.
- Q.4 I) Importance of Tense.
- Q.4 J) Discuss group communication.

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Bachelor of Mass Media (BMM)
Part-I SEM-I, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Tuesday, 19/11/2019	I	Effective communication Skills	11.00am to 01.30pm	1001	75

Instructions: I) All Questions carry equal Marks

II) Attempt any Five Questions

-
- Q. 1) Explain Oral communication with channels of oral communication. (15)
- Q. 2) Define communication. And Explain types of communication. (15)
- Q. 3) What is verbal communication?
Explain qualities of verbal communication. (15)
- Q. 4) Elaborate types of reading skills and types of writing. (15)
- Q. 5) What are objectives of communication. (15)
- Q. 6) Write a Job application for the post of Editor.
Give your Resume. (15)
- Q. 7) Write a short note on (8)
- A) Channels of written communication.
- B) Aspects of Non-verbal communication. (7)

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Part-I SEM-I, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday, 20/11/2019	I	Fundamental of Mass Communication	11.00am to 01.30pm	1002	75

Instructions: I) All Questions carry equal Marks

II) Attempt any Five Questions

-
- Q. 1) Define Mass Communication. Explain how Media as a primary source of information. (15)
- Q. 2) Explain Lass well's Model. What is Shannon and Weaver Model? (15)
- Q. 3) Explain concept of audience and their access and uses of film media and Television. (15)
- Q. 4) What are characteristics of Mass communication. Explain media and socialization. (15)
- Q. 5) Elaborate need, importance and functions of Mass communication. (15)
- Q. 6) Explain types of communication. Discuss about Wilbur Schramm's Model. (15)
- Q. 7) Write a short note on
- A) Features of Mass Communication (5)
- B) Aristotle's Model (5)
- C) Social Media (5)

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Part-I SEM-I, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Thursday, 21/11/2019	I	Contemporary World History	11.00am to 01.30pm	1003	75

Instructions: I) All Questions carry equal Marks

II) Attempt any Five Questions

-
- Q. 1) Write about Gandhian Ideology in details. {15}
- Q. 2) Explain the industrial revolution in Europe. {15}
- Q. 3) Describe Rise of Indian Nationalism. {15}
- Q. 4) Discuss about- Fascism in Europe, Socialism, Human rights. {15}
- Q. 5) a) Describe rise of USA as a super power. {15}
- b) Cultural Imperialism.
- Q. 6) Explain in details Globalization. {15}
- Q. 7) Write short notes. {15}
- a) Socialism
- b) Cultural Imperialism
- c) Indian industries during 1939-1947

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Bachelor of Mass Media (BMM)
Part-I SEM-I, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday, 22/11/2019	I	Introduction to Sociology	11.00am to 01.30pm	1004	75

Instructions: I) All Questions carry equal Marks

II) Attempt any Five Questions

-
- Q. 1) Explain Social Structure and its types. {15}
- Q. 2) Discuss Social Stratification and types of social stratification. {15}
- Q. 3) Elaborate Socialization. Explain stages and agents of socialization. {15}
- Q. 4) a) Define Sociology & political science. {15}
- b) Discuss about Democracy and its types.
- Q. 5) What is political influence. Write about political influence on media. {15}
- Q. 6) Explain intellectual property law & Copyright. What is right to information? {15}
- Q. 7) Write short notes. {15}
- a) Nation & Society.
- b) Types of Social mobility.
- c) Family & its characteristics.

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Bachelor of Mass Media (BMM)
Part-I SEM-I, Examination: Nov.-2019

Day & Date	Semester	Subject Name	Time	Code	Marks
Saturday 23/11/2019	I	Traditional Media	11.00am to 01.30pm	1005	75

Instructions: I) All Questions carry Equal Marks

II) Attempt any Five Questions

1. What is a Tradional Media? Write Scope, characteristic and Importance of Traditional Media? (15)
2. Discuss about 9 Rasa's? (15)
3. Discuss of Genres of theatre like Family Drama, Comedy, Radio Drama, Street play, Tragedy, Puppetry and Tragic Comedy? (15)
4. How to explain a Folk Media forms? (15)
5. Write different between Folk Media and Electronic media? (15)
6. How to discuss about Types of Traditional Media? (15)
7. Write Short notes (any Three). (15)
 - A. Folk Literature
 - B. Street Play
 - C. Use Folk Media community development
 - D. Theatre for Social Change or Development