

**Subject : Introduction to Communication and Media Management**

Day : Thursday  
Date : 15/12/2016



Time : 10.00 AM TO 1.00 PM  
Max Marks : 70 Total Pages : 1

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**N.B.:**

- 1) Attempt any **THREE** questions from Section-I.
  - 2) Attempt any **TWO** questions from Section-II.
  - 3) Both the sections should be written in the **SAME** answer book.
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**SECTION-I**

- Q.1** What do you understand by the concept of Communication? What are the barriers to effective communication? (14)
- Q.2** ‘Communication and culture are inseparable.’ Justify the statement. (14)
- Q.3** Critically evaluate the statement ‘Transmission and Ritualistic models of communication are not relevant in today’s times’. (14)
- Q.4** What is a communication model? How is Harold Lasswell’s model different from Shannon and Weaver’s model of communication? (14)
- Q.5** Write short note on any **TWO** of the following: (14)
- a) Redundancy and Entropy
  - b) Hot and Cool media
  - c) Aristotle’s Rhetoric

**SECTION-II**

- Q.6** What are the characteristics and significance of Mass Media? What are the Theories of the Press and how have they evolved? (14)
- Q.7** Elaborate upon the theory of Gate keeping. How is it different from the theory of Agenda Setting? (14)
- Q.8** Is the Hypodermic needle theory applicable in the current media environment? Comment with suitable examples. (14)

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