

Reg. No. : .....

Name : .....

**First Semester B.A. Degree Examination, November 2019**

**Career Related First Degree Programme under CBCSS**

**Group 2(a)**

**Malayalam and Mass Communication**

**Vocational Course I**

**MX 1171 : INTRODUCTION TO MASS COMMUNICATION**

**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in 1 or 2 words or in 1 or 2 sentences :

1. Body Language.
2. Tactile communication.
3. Receiver.
4. Intrapersonal communication.
5. Anchor.
6. Human interest.
7. Infotainment.

P.T.O.



8. Narrow casting.
9. Multiplex.
10. Soft news.

(10 × 1 = 10 Marks)

II. Write short answer to **eight** questions :

11. World Wide Web.
12. Mass Media.
13. Online Newspapers.
14. Noise in communication.
15. Blog.
16. Doordarshan.
17. Satyajit Ray.
18. Magazines.
19. Kinesics.
20. Interactive communication.
21. Encoding.
22. Media Convergence.

(8 × 2 = 16 Marks)



III. Give short essay type answer to any **six** questions :

23. Explain the different functions of nonverbal communication.
24. Write on any two negative impacts of Television.
25. Explain the importance of feedback in communication.
26. Elucidate four characteristics of New media.
27. Explain Aristotle's Model of Communication.
28. What is the role of the Central Board of Film Certification?
29. 'Radio creates pictures' – Discuss.
30. What is information overload?
31. Explain globalization and media.

(6 × 4 = 24 Marks)

IV. Write answers to any **two** questions :

32. Illustrate and explain the salient features of Wilbur Schramm Model of Communication.
33. Discuss the functions and dysfunctions of mass communication.
34. Define communication and narrate the elements of communication.
35. Comment on the strength and limitations of Newspaper and Television.

(2 × 15 = 30 Marks)