



# Sanjay Ghodawat University, Kolhapur

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2018-19

EXM/P/09/01

Year: 2018-19

School of Liberal Arts

Department of MMMC

Program: FYB.A

Course Code : MCA 101

Course Title: Communication Media and Society

Semester – I

Day and Date:

End Semester Examination (ESE)

Time: 3 Hours

Max Marks: 100

## Instructions:

- 1) All questions are compulsory.
- 2) Assume suitable data wherever necessary.
- 3) Figures to the right indicate full marks.

Q.1	Fill in the blanks with appropriate option.	Marks-08	Bloom's Level	CO
a)	The word 'communication' is derived from the Latin word 'communis', which means..... i) to spread    ii) to write    iii) to share    iv) to think	01	L1	CO1
b)	..... is the theory and study of signs and symbols, especially as elements of language or other systems of communication. i) Semiotics    ii) Communication iii) Language    iv) gestures	01	L2	CO4
c)	.....has been a classic on dramatics and aesthetics which has been commonly attributed to Bharata, the sage for its authorship. i) Ramayana    ii) Natyashastra iii) Mahabharata    iv) Gita Ramayana	01	L2	CO2
d)	.....is defined as a complex whole that includes knowledge, belief, art, moral, law, customs and any other capabilities and habits acquired by man as a member of the society. i) Traditions    ii) Thinking iii) Culture    iv) Knowledge	01	L2	CO2
e)	..... is wonder and curiosity which is one of the rasa's described by the Bharatmuni. i) Shantam    ii) Veeram iii) Adbhuta    iv) Roudram	01	L6	CO2

- f) .....is the type of social media. 01 L6 CO4  
 i) Whats app ii) Facebook iii) Twitter iv) All of these correct
- g) .....is the idea of creating coverage for clients for free, rather than marketing or advertising. 01 L4 CO5  
 i) Public relations ii) Communication  
 iii) Propaganda iv) Public sphere
- h) David Berlo's postulated Berlo's communication model is also known as.....model of communication. 01 L5 CO6  
 i) SMCR model ii) SMR model  
 iii) SR model iv) Mathematical model

<b>Q.2</b>	<b>Answer in short. (Any Eight)</b>	<b>Marks</b>	<b>16</b>	
a)	Mention two functions of media?	02	L1	CO1
b)	Mention two roles of sender in communication process?	02	L1	CO1
c)	What is the meaning of Shringara, described in Bharatmuni's Natyashastra?	02	L2	CO2
d)	Write two characteristics of western culture	02	L2	CO2
e)	Write types of mass media	02	L3	CO3
f)	Write two Characteristics of Mass communication	02	L3	CO3
g)	Write two advantages of nonverbal communication	02	L6	CO4
h)	Write two internal tools of Public relation	02	L4	CO5
i)	Who invented the Mathematical model of communication?	02	L5	CO6
<b>Q.3</b>	<b>Write note on any Four.</b>	<b>Marks</b>	<b>16</b>	
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a)	Communication process.	04	L1	CO1
b)	Internal tool of PR	04	L3	CO6
c)	SMCR model of communication	04	L6	CO5
d)	New age media	04	L5	CO3
e)	Twitter	04	L4	CO4
f)	Criticisms of Schramm's Model of Communication	04	L5	CO6
<b>Q.4</b>	<b>Attempt any six.</b>	<b>Marks</b>	<b>30</b>	
a)	Intrapersonal communication is a way of effective communication. Explain with suitable example.	05	L1	CO1
b)	Indian culture as diverse culture. Discuss.	05	L2	CO2
c)	Discuss on-The role media to build up the public opinion.	05	L3	CO3
d)	As a communicator why we should study semiotics for better interaction.	05	L6	CO4
e)	Explain the external tool of public relation.	05	L4	CO5
f)	Why should we need to study communication models?	05	L4	CO6
g)	Explain the Reception model of communication.	05	L5	CO6

**Q.5**

**Attempt any three.**

**Marks 30**

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|----|--|----|----|-----|
| a) | Explain the process of human communication with suitable examples.                 | 10 | L1 | CO1 |
| b) | Rasa theory is at the centre of the Natyashastra. Discuss.                         | 10 | L2 | CO2 |
| c) | Describe how the different types of Mass Media influence the public opinions.      | 10 | L3 | CO3 |
| d) | Brief on different types of digital tool (Types) in digital communication process. | 10 | L6 | CO4 |
| e) | As a media person how should you prepare for the taking interview?                 | 10 | L4 | CO5 |