Program: F.Y.B.AMMC **Semester:** I **Program Code:** UGMMC01

Course: Fundamentals of Mass Communication **Course Code:** NUMM101

Duration: 2 Hours **Examination Pattern:** NEP-Autonomous-External **Max. Marks:** 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:
REGULAR

Q. 1		**Explain the Concepts: (Any Five out of Eight) (3 marks each)**	[15]	CO's	KL's
	(a)	Mass communication		CO1	L1
	(b)	Group communication		CO1	L1
	(c)	Role of mass media		CO1	L2
	(d)	Define the importance of communication		CO1	L2
	(e)	Print media		CO3	L1
	(f)	Define the impact of mass media on women		CO4	L2
	(g)	Interpersonal communication		CO1	L1
	(h)	Electronic media		CO3	L1
Q. 2		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	Analyse the transition from electronic communication to social media communication and examine its effects on audience interaction and information sharing.	8	CO2	L4
	(b)	Design a media-use framework based on the Uses and Gratifications Theory to explain how audiences select media to satisfy different needs.	7	CO2	L6
		OR			
	(c)	Analyse the positive and negative effects of traditional communication and digital communication.	8	CO2	L4
	(d)	Explain the role of films in communicating social and cultural messages.	7	CO3	L1
Q. 3		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	Demonstrate how mass media can be used to promote education.	8	CO4	L3
	(b)	Demonstrate how social media can be used positively for youth development.	7	CO4	L2
		OR			
	(c)	Design a media campaign that promotes gender equality.	8	CO4	L6
	(d)	Evaluate the effectiveness of mass media in creating awareness about women's rights.	7	CO5	L5

Q. 4		Write Short notes: (Any THREE out of Five) (5 Marks each)	[15]	CO's	KL's
	(a)	Impacts of mass media on society.		CO4	L2
	(b)	Shannon and Weaver Model (1949)		CO1	L2
	(c)	Impact of fake news on society.		CO5	L2
	(d)	Lasswell's Model (1948)		CO1	L2
	(e)	Westley and Maclean model 1957.		CO1	L2

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