

NEP - Semester End Examination – October 2025

Program: FYBAMMC Course: Fundamentals of Mass CommunicationProgram Code: UGMMC01 Course Code: NUMM101

Duration: 2 Hours

Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Explain the following concepts: (any five out of eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Mass Communication		CO1, CO2, CO3, CO4, CO5	L2
(b)	Intrapersonal communication			
(c)	Internet			
(d)	Schramm's Model of Communication			
(e)	New Media			
(f)	Misinformation			
(g)	Digital Communication			
(h)	Traditional Media			
Q. 2	Attempt either A OR B from the following: (15 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Identify the role that Mass Communication plays in shaping public opinion.		CO1	L1
	OR			
(b)	Evaluate the key principles of Cultivation Theory and its relevance in today's media environment.		CO2	L5
Q. 3	Attempt either A OR B from the following: (15 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Explain with the help of examples how films and the Internet function as broadcast media.		CO3	L2
	OR			

	(b)	Compare the positive and negative impacts of mass media on youth.		CO4	L4
Q.4		Write short notes (any three out of five) (5 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Mass Media		CO1	L1
	(b)	Broadcast Media		CO1	L3
	(c)	Spiral of Silence Theory		CO2	L2
	(d)	Print Media		CO1	L4
	(e)	Challenges posed by Fake News		CO5	L4

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