



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED
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END SEMESTER EXAMINATION - DECEMBER 2024

JOURNALISM & MASS COMMUNICATION- I SEMESTER BA/BSC

24UBA13B/24BSC13C- INTRODUCTION TO COMMUNICATION

AND MEDIA

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English.*

SECTION - A

Answer any six questions. Each question carries 5 marks.

(6X5=30)

1. Discuss the emerging trends in communication.
2. Write a note on the role of social media in modern communication.
3. Describe the process of communication with examples.
4. Explain the types of Non-Verbal Communication.
5. Explain Harold Lasswell's Communication Model and its relevance.
6. Explain the concept of intrapersonal communication.
7. Discuss contemporary models.
8. Define Communication. Explain its functions.

SECTION - B

Answer any five questions. Each question carries 10 marks.

(5X10=50)

9. Discuss the scope and nature of communication. What are the various functions of communication in modern society?
10. Analyze the levels of communication and highlight the differences between them.
11. Explain David Berlo's and Shannon & Weaver's models of communication. Compare these with Aristotle's Model.
12. What are the ethical issues faced in Journalism? How can Journalists maintain ethical standards?
13. Discuss the characteristics of traditional and folk media and their role in society.
14. Analyze the differences between Linear and Non-Linear communication models with examples.
15. Describe the different types of communication skills.

