Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019-20

EXM/P/09/01

Year: 2019-20

School of Liberal Arts

Department of JMC

Program: B.A JMC

Course Code : MCA-101

Course Title: Communication, Media and Society

Semester – I

Monday

Day and Date: 2/12/19

End Semester Examination (ESE)

Time: 3 Hours

Max Marks: 100

10.30 am to 1.30 pm.

Instructions:

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

Q.1	A)	**Fill in the blanks with best suitable alternatives from the given**	**Marks-10**	**Blooms Level**	**Cos**
	a)	Interaction by means of mutually recognized signals is called as : i) Communication ii) Dialogue iii) Semiotics iv) Phonetics	01	L1	CO1
	b)	According to Natyashastra 'Rasa' formation takes place due to the combination of : i) Vibhav, Anubhav, Sanchari, Bhav ii) Sthayee Bhav, Sanchari Bhav iii) Vibhav, Sthayee Bhav, Anubhav iv) Vibhav, Sanchari Bhav	01	L1	CO2
	c)	In which of the following system, media is called the fourth pillar? i) Government ii) Parliament iii) Democracy iv) Federalism	01	L1	CO3
	d)	Which of the following is a site to bring online social networking into mainstream of computer users? i) Whats App ii) Facebook iii) Orcut iv) My Space	01	L1	CO4
	e)	Full form of PRSI is ..... i) Press and Research Sector of India ii) Public Relations Society of India iii) Press Relations Society of India iv) Public Relations Scheme of India	01	L1	CO5

f)	SMCR model was designed by ..... i) Berlo ii) Gerbner iii) Schramm iv) Shannon	01	L1	CO6
g)	Which of these must be avoided for effective communication? i) Sharing of activity ii) Listening iii) Ambiguity iv) Politeness	01	L2	CO1
h)	The word 'Communication' has been derived from ..... language. i) French ii) Latin iii) Greek iv) Spanish	01	L1	CO2
i)	..... carried out the research on the limited effects of media. i) Elihu Katz ii) Paul Lazarsfeld iii) Marie Jahoda iv) None of above	01	L2	CO3
j)	Ferdinand de Saussure was a ..... linguist and semiotician. i) German ii) Swiss iii) Russian iv) British	01	L2	CO4

B) Match the followings **Marks-05**

	'A' Group	'B' Group			
a)	Barrier in communication	1.Cultivation theory	01	L1	CO1
b)	Bharatmuni	2. Father of modern PR	01	L1	CO2
c)	George Gerbner	3. Interactive	01	L1	CO3
d)	Ivy Lee	4. Mood theory	01	L1	CO5
e)	Convergence model	5. Language	01	L1	CO6

C) Answer the following statements with True or False and correct the false one. **Marks-05**

a)	Jan Koum is the CEO of Snap Chat.	01	L1	CO4
b)	Journalist should not use public relations practitioners for information or story ideas.	01	L2	CO5
c)	Agenda setting theory was developed by G. Gerbner.	01	L1	CO3
d)	Charles Sanders Peirce was an African philosopher, logician and mathematician.	01	L2	CO4
e)	Shannon and Weaver Model denied the 'Noise' as affecting factor.	01	L2	CO6

ESE

Q.2		**Write short notes. (Any Four)**	**Marks-20**		
	a)	Barriers in communication	05	L1	CO1
	b)	Forms of communication	05	L1	CO1
	c)	Indian communication theory	05	L1	CO2
	d)	Public relations tools	05	L1	CO5
	e)	Disadvantages of interview	05	L1	CO5
Q.3		**Answer the following questions. (Any three)**	**Marks-24**		
	a)	Describe the Indian culture and society.	08	L1	CO2
	b)	What is public relation? Describe its importance.	08	L2	CO5
	c)	Discuss the advantages and disadvantages of group discussion.	08	L2	CO5
	d)	Explain Gerbner's General Model and give one example of it.	08	L2	CO6
	e)	Explain Wilber Schramm's model and give one example of it.	08	L2	CO6
Q.4		**Answer the following questions. (Any three)**	**Marks-36**		
	a)	Judge the use of agenda setting theory in today's media. Support your answer with suitable examples.	12	L1	CO3
	b)	Critically comment on the effects of uncontrolled social media on the society.	12	L3	CO4
	c)	Examine the importance of public relations in today's political communication.	12	L3	CO5
	d)	Explain the Shannon and Weaver Model and its use in today's life.	12	L3	CO6
	e)	Explain the Convergence Model.	12	L3	CO6

ESE