	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	**2020-21** EXM/P/09/00

Year and Program: FY.B.A.JMC 2021-22	**School of Liberal Arts**	**Department: Journalism & Mass Communication**
Course Code: MCAR105	**Course Title: Introduction to Communication**	**Semester : I**
Day and Date: 18th June 2021	**Re-End Semester Examination**	**Time:2 Hrs. Max Marks:50**

Instructions: 1) All Questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Answerthe following (any Two)**			
	a)	Define communication and its process. Do you think that communication plays vital role in the all over development of a country?	8	L1	CO1
	b)	What is verbal and non-verbal communication? Compare the message and receiver's characteristics of both types communication.	8	L1	CO1
	c)	Define Mass Communication. Is mass communication based only on transmission of information? Explain information society in terms of mass communication.	8	L1	CO2
Q.2		**Answer the following (any two)**			
	a)	What is the importance of models in communication? Briefly describe the Aristotle model of communication with suitable example.	8	L2	CO3
	b)	Does the model of Schramm give any new dimension in the theory of communication? Critically discuss.	8	L2	CO3
	c)	Write descriptive note on: Agenda setting theory and Cultivation theory.	8	L2	CO4
Q.3		**Answer the following (any two)**			
	a)	Describe the utilization of rasa theory in effective human communication.	9	L3	CO5
	b)	Write in brief on four theories of press with suitable examples.	9	L3	CO5
	c)	What is culture?Briefly discuss on how Indian culture diverse from other culture.	9	L4	CO6

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