

**S.D.E.**  
**M.B.A. Sem-I (2013 Course) : SUMMER - 2019**  
**SUBJECT: INTRODUCTION TO COMMUNICATION AND MEDIA MANAGEMENT**

**Day:** Wednesday  
**Date:** 08/05/2019

**S-2019-5014**

**Time:** 10.00 AM TO 1.00 PM  
**Max. Marks:** 70

**N.B:**

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answer to both sections should be written in *SAME* answer books.

**SECTION-I**

- Q.1** "Communication can be used for persuasion only when there is two way communication". Comment. (10)
- Q.2** What is the impact of mediated communication on communication in general? (10)
- Q.3** Elaborate on Harold Lasswell's model of communication. (10)
- Q.4** Discuss changing of media and its impact on audience. (10)
- Q.5** Write short notes on (ANY TWO): (10)
- a) CNN effect
  - b) Evolution of mass media
  - c) The Indian theory of communication
  - d) Three levels of problems in studying communication

**SECTION-II**

- Q.6** Comment on the preventive measures, which can be undertaken for effective communication. Justify with examples. (15)
- Q.7** Evaluate Johnson's and Schramm's models on communications. How it is different than Shannon and Weaver's model? (15)
- Q.8** Critically evaluate the evolution of mass media. Comment on the role of press media in affecting Indian audience perception. (15)

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