

S.D.E.

**M.B.A. SEM-I (2013 COURSE) : WINTER - 2017**  
**SUBJECT: INTRODUCTION TO COMMUNICATION & MEDIA MANAGEMENT**

Day: **Monday**  
Date: **18/12/2017**

Time: **10.00 A.M. TO 1.00 P.M.**  
Max. Marks: 70

**W-2017-4186**

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**N.B.:**

- 1) Attempt Any **THREE** questions from Section-I and Any **TWO** questions from Section-II
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answers to both sections should be written in the **SEPARATE** answer book.
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**SECTION-I**

- Q.1** Discuss communication as a form of persuasion and the need for a two way form of communication. [14]
- Q.2** What is mediated communication? Explain it's impact on communication. [14]
- Q.3** What are the various channels of communication? Explain the Harold Lasswell's model of communication. [14]
- Q.4** 'Changing media and its impact on the audience'. Discuss with appropriate examples. [14]
- Q.5** Write short notes on any **TWO** of the following: [14]
- a) Mass media characteristics
  - b) Barriers to communication
  - c) Hot and cool media

**SECTION-II**

- Q.6** Discuss the key issues in media effect. Explain the Hypodermic needle theory in detail. [14]
- Q.7** Write a detailed note on use and relevance of ritualistic models of communication in daily forms of communication. [14]
- Q.8** Express your thoughts on –'Influence of culture on communication and vice versa' with suitable examples. [14]

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