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Sardar Patel University

External Examination (March / April 2016)

Subject: Journalism and Mass Communication for First Year (NC)

Paper: FY BA JMC core (NC)

Date & Day : 09/04/2016 Saturday

Paper Code: UA01CEJM06

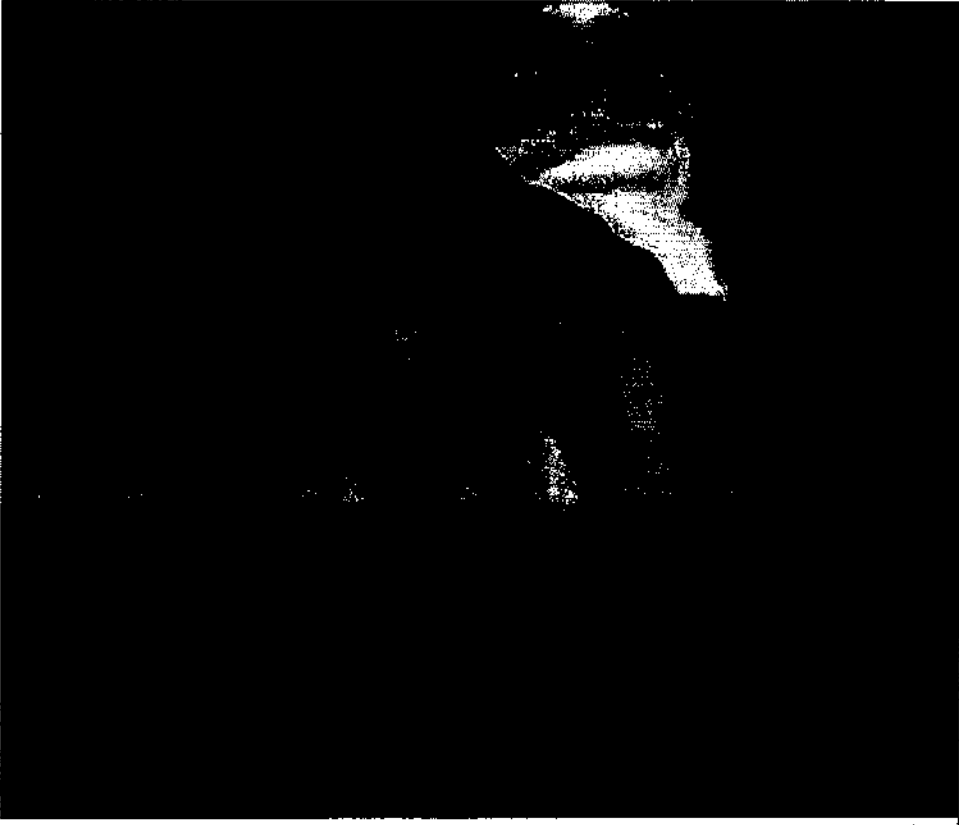
Total marks: 60

Time: 10:30 am to 12:30pm

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1. Communication is a non stop _____.
(A) paper (B) process (C) programme (D) plan
2. Communication is a part of _____ skills.
(A) soft (B) hard (C) rough (D) short
3. The _____ is the person who transmits the message.
(A) receiver (B) driver (C) sender (D) cleaner
4. _____ is the person who notices and decodes and attaches some meaning to a message.
(A) receiver (B) driver (C) sender (D) cleaner
5. Message is any signal that triggers the response of a _____.
(A) receiver (B) driver (C) sender (D) cleaner
6. The response to a sender's message is called _____.
(A) food bank (B) feedback (C) food (D) back
7. _____ context refers to the relationship between the sender and the receiver
(A) social (B) physical (C) cultural (D) chronological
8. _____ context refers to the similarity of backgrounds between the sender and the receiver.
(A) physical (B) social (C) chronological (D) cultural
9. _____ refers to all these factors that disrupt the communication.
(A) nonsense (B) noise (C) nowhere (D) nobody
10. Environmental barriers are the same as _____ noise.
(A) physiological (B) psychological (C) physical (D) sociological
11. Our dress code is an example of _____ communication.
(A) verbal (B) nonverbal (C) written (D) spoken
12. Communication strengthens _____ & _____ relationship is an organization.
(A) employer-father (B) employer-employer (C) mother-employer (D) mother-child
13. _____ communication includes tone of voice body language, facial expressions etc.
(A) non verbal (B) verbal (C) letter (D) notice
14. When there is similarity of background between the sender and the receives such as age, language nationality, religion, gender then this is called _____ context.
(A) social (B) cultural (C) physical (D) dynamic
15. Letter, e-mail telephone are examples of _____.
(A) message (B) feedback (C) channel (D) encoding

PTO

Q 2	What is Media research? Why is it important in Field of Mass communication? Explain in brief with examples	15marks
	Or	
Q 2	In today's days Indian cricket team is on 1st position in T20 is because of lack of team work if it yes then how and why and if no then how and why (Wright on one of the types of communication)	15 marks
Q 3	What is communication? write in brief impotence of folk media in communication	15 marks
	Or	
Q 3	Shannon Weaver's model, Harold Lasswell's model this models gives us communication messages which are that explain in brief. (draw all the models)	15 marks
Q 4	<p>Write short stories (any 2)</p> <ol style="list-style-type: none"> 1) Use this below situation and make story (max 150 words) More use of computer , effect on memory , education , result 2) See below image make story with tile (max 150 words) 3) See the below images and write about views as mass communication student 	15 marks

X=X=X

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