

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: CCC

Academic year: 2014 – 2015
Subject: Mass Communication
Date: 14.06.2014

Term End Examination
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Write short notes (Any 2 out of 4)

(Marks: 2X5=10)

- a) Role of Mass Communication in Indian Society
- b) Nature of Media
- c) Defamation
- d) Manipulation Theory

Q.2) Discuss (Any 2 out of 5)

(Marks: 2X5=10)

- a) Functions of Mass Media
- b) Nature of Audience Experience
- c) Areas of Media Ethics
- d) Communication Satellites
- e) Effect of Violence in Media on Society

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Discuss the various components of Mass Communication. Explain the characteristics of Mass Communication
- b) Elucidate the steps involved in conducting Conceptual Analysis.
- c) How is media instrumental in changing attitudes & opinions? Discuss different views on media effect.
- d) "It's the responsibility of media to ensure that everyone in society enjoys the privilege of human rights." Discuss how & explain the role of media in human rights.
- e) Why is there a need for audience studies? Comment on the dual nature of audiences.

Q.4) Answer both the questions

(Marks: 2X10=20)

- a) What are the different forms of Mass Media?
- b) Discuss the positive & negative effects of media on Education.
