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

Programme: CCC

Examination: June 2015
Subject: Mass Communication
Date: 15.06.2015

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
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1) Write short notes (Any 2 out 5) (Marks : 2 x 5 = 10)

- a) Discuss violence in news in brief
- b) Highlight the role of media and democracy
- c) Discuss mass media and children
- d) Channels of communication
- e) Functions of mass communication in Indian Society

2) Write short notes (Any 2 out 5) (Marks : 2 x 5 = 10)

- a) Areas of Media Effects
- b) Does media have power? Discuss briefly
- c) Need for mass communication
- d) What according to you is an audience? State its relevance in mass communication.
- e) What is media content? Explain its features.

3) Attempt any 3 out of 5 (Marks : 3 X 10 = 30)

- a) What do you mean by 'propaganda'. Explain with the help of an example
- b) What is media influence? Is there any difference between effect and influence?

- c) Media Effects
- d) Defamation is harmful. Please explain
- e) What is the new age media tools that is leveraged today. Explain with examples?

4) Answer both the questions

(Marks : 2 X 10 = 20)

A) Discuss in detail the media influence? Is there any difference between effect and influence?

B) Discuss in length the significance of Self Control in mass media communication
