

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

Programme: CCC

Examination: December 2015

Subject: Mass Communication

Date: 11.12.2015

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.

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

(Marks: 2X5=10)

- a) Outline the ways to decrease the meddlesomeness.
- b) Describe the types of content analysis.
- c) Enumerate the audiences of various medias.
- d) Outline the ethics of Entertainment Media.

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) What are the Characteristics of Mass- Communication?
- b) Describe the positive and negative effects of media.
- c) Explain the kinds of defamation.
- d) Give an outline of the computer networks.
- e) Describe the theories of media effect

Q. 3) Attempt (any 3 out of 5)

(Marks: 3X10=30)

- a) Describe the different forms of mass media
- b) Explain the concept of audience
- c) Describe the universally accepted code of ethics in media
- d) Outline the impact of media on children
- e) Explain the impact of information technology on society

Q.4) Attempt both the questions

(Marks:2x10=20)

- a) Describe the check points for evaluation of Web documents.
- b) Explain the salient features of Constitution of India and Media