

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

Programme: CCC

Examination: June 2016  
Subject: Mass Communication  
Date: 10.06.2016

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 )**

**(Marks: 2X5=10)**

- a) Uses/Functions of mass communication
- b) Discuss mass media and education
- c) Explain different forms of media
- d) Describe the characteristics of mass communication
- e) Explain the concept of entertainment in media

**Q.2) Write short notes (Any 2 out of 5)**

**(Marks: 2X5=10)**

- a) The nature of audience experience
- b) Explain the concept of market analysis
- c) Outline the impact of media on students
- d) Describe media effects
- e) Digital media effects

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

**(Marks: 3X10=30)**

- a) Enumerate development in media industry
- b) Explain the different types of content analysis
- c) Functions of mass media
- d) Impact of mass media on society
- e) Need for audience studies

**Q.4) Attempt both the questions.**

**(Marks: 2X10=20)**

- a) Impact of new communication technologies on service sector
- b) Discuss violence in media with the help of examples

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