



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 1st Semester Examination, 2021

**CC2-MASS COMMUNICATION AND JOURNALISM**

**INTRODUCTION TO MEDIA AND COMMUNICATION**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any four questions from the following**

3×4 = 12

1. What do you mean by 'Noise'?
2. Name any three types of Psychological barriers.
3. What is a vertical communication?
4. Explain "delayed feedback".
5. Who is an Opinion leader?
6. Name any three elements of the Aristotle model of communication.

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Explain the 'Needle theory'.
8. What are the different levels of Interpersonal communication? Explain.
9. Briefly explain the process of communication. Also explain its different elements.
10. Explain the evolution of radio in India.
11. Comment your views on the effect of social media on youth.
12. Explain Laswell's model of communication.

**GROUP-C**

**Answer any *two* questions from the following**

12×2 = 24

13. What is Agenda setting theory? How does it affect the daily news?
14. Explain the role of Doordarshan as PSB.
15. What do you mean by “Communication”? Explain different levels of communication.
16. Explain in detail the Berlo’s model of communication.

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