

7. Gestural communication is a _____
a. Non-verbal message. c. Direct conversation.
b. Oral communication d. Written.
8. AIDA Stands for;
a. Attention, interesting, demand, acquisition
b. Attention, interest, desire, action
c. America, India, Denmark, Australia
d. Ahmedabad, Imphal, Delhi, Allahabad
9. Which one of these not an element of design?
a. Color b. Line c. Shape d. Rhythm
10. Offset printing press uses secondary color which is.
a. RGB b. CMYK c. Web color d. Analog color

PART B

ANSWER ANY FOUR OUT OF SIX

(5x4=20)

1. Describe contrast and closure.
2. How does lighting and makeup affect any act or performance in theatre?
3. Describe symmetrical balance.
4. What mood creates the color 'blue and black'?
5. Describe space, and texture.
6. Describe rhythm and emphasis of design in visual communication?

PART C

ANSWER ANY TWO OUT OF FOUR

(2x15=30)

1. What is visual communication? Explain different types.
2. What are the elements of visual communication? Explain.
3. Explain the principle of visual communication?
4. Describe performing art and its type.



1st Semester Examination -2021-22

Subject : Introduction to Mass Communication Roll No:
Course : BA JMC (H)
Full Marks : 70 Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards, Do Not Write On The 1st Page Back Side
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under Unfair Means and will Result in the Cancellation of the Papers.

PART A

MULTIPLE CHOICE QUESTIONS

(12x1=12)

1. Words with same spelling and different meaning are known as _____
a. Homonym b Homophone c. Homogram d. None
2. Which of the following is not an element of the complete communication process?
a. Interpreter b. Encoder c. Decoder d. None
3. In which of the following model of communication equilibrium is mentioned?
a. Gerbner Model b. Spiral of Silence c. Newcomb's Model d. None
4. Which of the following model of communication is also known as the action model?
a. Lasswell's Model b. Westley's Model c. Newcomb's Model d. None
5. In which of the following year the Osgood and Schramm's model was presented?
a. 1994 b. 1964 c. 1990 d. None
6. Perpetual dimension is found in which of the following model of communication?
a. Lasswell's Model b. Westley's Model c. Newcomb's Model d. None
7. In Gerbner's model of communication which of the following does not exists?
a. Selection b. Context c. Availability d. None

8. Who among the following proposed Spiral of Silence?
a. David Neumann b. Elizabeth Neumann c. Marx Neumann d. None
9. Which of the following is not a type of opinion leader?
a. Polymorphic b. Monomorphic c. Oloomorphic d. None
10. Paul Lazars Feld is credited with which of the following theory?
a. Merro Theory b. Two Step Flow Theory c. Circular Theory d. None
11. Which of the following Latin word means communication?
a. Community b. Common c. Communis d. None
12. The sender has which of the following?
a. An Idea b. A Message c. Both d. None

PART B

ANSWER ANY FOUR OUT OF SIX

(4x7=28)

1. Briefly explain the magic bullet theory with suitable example.
2. Write a short note on traditional media with examples.
3. Explain in brief the SMCR model of communication, with suitable diagram.
4. Explain in brief the Westley and Mclean model of communication with suitable diagram.
5. What is spiral of silence? Explain in brief.
6. Briefly explain the barriers caused by the usage of Jargons.

PART C

ANSWER ANY TWO OUT OF FOUR

(2x15=30)

1. Explain in detail the gate keeping theory in details with suitable diagram and examples.
2. What are normative theories? Explain each in detail.
3. Explain the process of communication in detail with suitable diagram.
4. What is downward communication? Explain in detail with its advantages and disadvantages.