

Total No. of Questions :5]

SEAT No. :

**P406**

[Total No. of Pages :2

**[5115] - 40**

**F.Y.B.Sc. (Vocational)**

**PHOTOGRAPHY AND AUDIO - VISUAL PRODUCTION**

**Introduction to Mass Communication and Media Scene in India (Paper - II)**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks :80*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Draw neat and labeled diagrams wherever necessary.*

**Q1) Attempt any two of the following:** **[16]**

- a) Give suitable examples and differentiate between verbal communication and non verbal communication.
- b) Explain with suitable examples the definition of 'communication'.
- c) Explain what is 'Inverted Pyramid'. How is it useful in a news report?

**Q2) Attempt any four of the following:** **[16]**

- a) Explain Aristotle's model of communication.
- b) Give suitable examples and compare 'intra-personal communication' and 'inter personal communication'.
- c) You have to take an interview of a cricketer who has been declared as the Man of the Series. What questions will you ask him?
- d) Explain the code of conduct applicable to the print media.
- e) Explain the importance of language in communication.

**Q3) Attempt any four of the following:** **[16]**

- a) What are the different content types? Give examples.
- b) Explain with examples the importance of 5W and 1H questions in the context of news writing.

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- c) Explain, with examples, the meaning of gate keepers.
- d) Illustrate the Bharatshastra's model of communication.
- e) What is the difference between group communication and mass communication?

**Q4)** Attempt any two of the following: **[16]**

- a) Explain how communication impacts the audience.
- b) Write a news report of about 100 words on inauguration of a five star hotel owned by a celebrity cricketer in your town. You can imagine the details and write.
- c) What are the merits and demerits of radio as a medium of mass communication?

**Q5)** Attempt any two of the following: **[16]**

- a) Explain the importance of photographs in newspapers and what precautions you would take while publishing the photographs.
- b) Write short notes on
  - i) Three stages of inter-personal communication
  - ii) One-to-one communication
- c) Draw the block diagram of Shanon and Weaver model of communication and explain each block.

