

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-IV) EXAMINATION, JULY 2021
MASS COMMUNICATION**

Duration: 2 Hours

Marks: 40

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Instructions:

- 1) All questions are compulsory, however internal choice is available.
- 2) Figures to the right indicate full marks.

Q.1. Answer **any ten** of the following questions in not more than 100 words each:

(2x10=20)

- 1) Explain the elements in the process of Mass Communication.
- 2) Human body is used as a medium of instruction in Nonverbal Communication. Explain.
- 3) Explain motion picture with reference to visual communication.
- 4) Explain the role of Seramporo missionaries and Raja Rammohan Roy in the birth of Indian Language Press.
- 5) Article 19 (1) of Indian Constitution ensures freedom of press in India. Elaborate.
- 6) As a father of Indian unrest and journalist, what was the role of LokmanyaTilak in Indian Freedom movement.
- 7) Frequency Modulation.
- 8) Television News Anchoring.
- 9) Development of Television as a medium of Mass Communication.
- 10) Film as a Mass Medium.
- 11) Documentaries
- 12) Issues and Problems of Indian Cinema.
- 13) TV News Reporting.
- 14) TV News Writing.
- 15) Concept of Development.
- 16) Development Communication in Covid-19.

Q.2. Answer **any four** of the following questions:

(5x4=20)

- 1) Explain all types of Verbal Communication.
- 2) Cable Television and Satellite Television.
- 3) Moderating Techniques for Radio Discussion Programs.
- 4) Explain the process of writing a Radio report.
- 5) Comment on the Social issues in India from journalistic point of view.
- 6) Role of Developmental and rural extension agencies in Development Communication.

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