

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.

B.Com (Semester IV) Intra Semester Assessment (Test-I), January 2020

MASS COMMUNICATION

Duration: 30 minutes

Marks: 10

Q1) Answer the following questions (ANY THREE) (3 x 2= 6 Marks)

- a) Define Communication.
- b) Name and explain the elements in the process of human communication.
- c) Explain any two functions of communication
- d) Explain the concept of Mass Communication.

Q2A) What are the different kinds of verbal communication? Explain. (4 Marks)

OR

Q2B) What is communication model? Draw and explain any two communication models. (4 Marks)

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