Goa Vidyaprasarak Mandal's
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-IV) EXAMINATION, JUNE 2022
MASS COMMUNICATION**
Duration: 2 Hours   **Marks: 80**
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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   four**   of   the   following   questions: **(4x4=16)**

  a) Define the term Mass communication.

  b) Write a short note on Print media.

  c) What is Television writing?

  d) Explain the term Broadcast Journalism.

  e) Write a short note on linear model.

Q.2.   Write   short   notes   on   **any   four**   of   the   following: **(4x4=16)**

  a) Television anchoring

  b) Nepotism

  c) Indian cinema after independence

  e) Doordarshan

  f) Radio discussion

Q.3.a)   Explain   the   process   of   human   communication   with   a   diagram. **(6)**

  b)   Differentiate   between   verbal   and   non-verbal   communication. **(6)**

OR

Q.3. **c)** Explain in detail **any two** Communication Models with diagrams. **(6)**

d) Explain the functions of communication. **(6)**

Q.4. **a)** Explain the process of Mass Communication. **(6)**

b) Explain in brief the history of Indian press. **(6)**

OR

Q.4. **c)** Write a note on the birth of the Indian language press. **(6)**

d) Give a brief explanation on the press in India after independence. **(6)**

Q.5. **a)** Explain how radio broadcasting emerged and developed in India. **(6)**

b) Explain in brief the history of television in India **(6)**

OR

Q.5. c) "50s and 60s are considered as the 'Golden age' of Indian cinema." Write a note on the historical development of Indian films. **(6)**

d) Provide the detail explanation on Parallel cinema. **(6)**

Q.6. **a)** What are the different issues and problems of Indian cinema? **(6)**

b) What are the different strategies to write a perfect radio ad script? **(6)**

OR

Q.6   **c)**   Explain   the   formats   of   radio   programs?
(6)

    d) Explain five ways in which TV writing is different from film writing.
(6)

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