

FYBMM

Oct 2008

CODE : TIN

Time : 2 Hrs.

Fund of Mass Comm

Marks : 50

General Instructions : 1] Attempt all the questions .

2] All questions carry equal marks.

3] Figures to the right indicate full marks.(Internal choice)

Q.1 Why is mass communication an essential part of our society?  
What are the functions of mass media? 12

OR

Q.1 Explain man's need for mass communication what happens when that need is  
standard, or left unfulfilled? 12

Q.2 How well in your opinion, do the television and radio stations you listen to or watch  
keep you informed about news and public affairs? Do you turn to newspaper or  
magazines for some particular kinds of information? 13

OR

Q.2 What role does advertising play in the distribution process of the communication  
what is 'Media planning'? 13

Q.3 a) What advantages do films have in transmitting information and ideas to audiences? 08  
b) How have digital cameras and the new digital editing techniques influenced the film  
making? 05

OR

Q.3 What is the importance of folk media in a country like ours?  
What advantages they have over the electronic media? 13

Q.4 Write short notes on :- (Any Six) 12

1. Methods of communication
2. Media and women
3. Media and violence
4. Functions of Media
5. Communication cycle
6. Journalistic Ethics
7. Barriers of Communication.
8. Media and Education