

sep'09

IJ9AFG

751411-1
Mass Commu

Time : 2 Hrs.

Max. Marks : 50

GENERAL INSTRUCTION :

- 1) Answer to question no. 1 is compulsory.
- 2) Answer ANY THREE questions from the remaining four.
- 3) Figures to the right indicate full marks.

- Q. 1**
- a) With reference to 'Mass Media in India' - state what role does mass Communication plays in our society? (4)
 - b) Draw and explain the elements of communication cycle. (03)
 - c) State the difference between any two of the basic models of communication. (02)
 - d) Write in short how Marathi and Bengali press have contributed Towards the freedom struggle for independence. (05)
- Q. 2**
- a) How have computers, the internet and new developments in printing Technology influenced the growth of the newspaper industry? (08)
 - b) Briefly explain any two of the following:** (04)
 - i) Digital communication
 - ii) Interpersonal communication
 - iii) Group communication
- Q. 3**
- a) What are the functions of Mass Media? (02)
 - b) Role and development of all four media of communications in India constitutes a fascinating aspect of the history and growth of Media in The country" - Discuss with reference to "Media of communication in the Indian context". (10)
- Q. 4** **Explain in brief ANY THREE of the following:** (12)
- I) Quit India Movement.
 - ii) Ambedarite press
 - iii) The Varkari Movement
 - iv) Samjukta Movement (Maharashtra)
 - V) Doordarshan and Akashwani
- Q.5** **Write Short Notes on. (ANY THREE)** (12)
- i) Mahatma Gandhi as Mass Communicator
 - ii) Indira Gandhi as Mass Communicator
 - iii) Lokmanya Tilak as Mass communicator