I Semester B.A. Examination, November/December 2018
(CBCS) (F + R) (2014-15 and Onwards)
(Semester Scheme)
JOURNALISM – I
Introduction to Communication and Media

Time : 3 Hours
Max. Marks : 100

Instructions: 1) Answer all Parts.
2) Answers should be completely in English or Kannada.

PART - A

I. Write short notes on any five.
(5x5=25)

1) ABC
2) Yellow Journalism
3) Multi Media
4) Editorial
5) Noise
6) Feedback
7) News agency

PART - B

II. Answer any three of the following.
(3x10=30)

1) Explain the nature and scope of New media.

2) Delineate the importance of Mass Communication.

3) State the characteristics of inter personal communication.
4) Elucidate the nature and scope of non-verbal communication.

5) What is communication? Explain its nature and scope.

PART - C

III. Answer any three of the following.

1) Explain the following models of communication:

a) Aristotle's Model.

b) Shannon and Weaver's Model.

c) David Berlo's Model.

2) Explain any three popular forms of traditional and folk arts of India.

3) State the characteristics of electronic media.

4) Elucidate the functions of communication.

5) Delineate the process of communication.
Instructions: 1) Answer all the Parts.
2) Answer should be completely either in Kannada or English.

PART - A

I. Write short notes on any five. Each short note carry five marks. (5x5=25)

1) Name plate.
2) Hari Katha.
3) Verbal communication.
4) Classified Advertisement.
5) Group Communication.
6) Communication Barriers.
7) Facebook.
PART - B

II. Answer any three of the following. (10×3=30)

1) Explain the importance of traditional media.
2) Elucidate the characteristics of print media.
3) Examine the nature and scope of communication.
4) Explain any two models of communication.
5) Write the characteristics of electronic media.

PART - C

III. Answer any three of the following. (15×3=45)

1) Explain the process of communication with example.
2) Trace the evolution of Radio in India.
3) Delineate the functions of communication.
4) Discuss the advantages and disadvantages of new media.
5) Explain the types of communication.
First Semester B.A. Examination, November/December 2016
(Semester Scheme)
(F + R) (CBCS) (2014 – 15 & Onwards)
JOURNALISM – I
Introduction to Communication and Media

Time : 3 Hours
Max. Marks : 100

Instructions : a) Answer all Parts.
   b) Answer should be completely in English or in Kannada.

PART – A

I. Write short notes on any five. Each short note carry five marks. (5×5=25)
   a) Communication Barriers
      ೖೋಬ್ಬು ಅಂಶದಲ್ಲಿ
   b) F.M. Radio
      ಫಿಂಡ್ಮ್ಯೂಲರ್ ರೆಡಾ
   c) Multimedia
      ಮುಲ್ಟೀಮಿಡಿಯಾ
   d) Group communication
      ಗ್ರೂಪ್ ಕರ್ಮಾಚಾರಿನ ಅಂಶದಲ್ಲಿ
   e) Name plate
      ವ್ಯಾಕ್ರಣದ ಕೋಟೆ
   f) DTH
      ಡಿಟೀಎಚ್‌ಎಫ್
   g) Yakshagana
      ಯಕ್ಷಗಾನ

P.T.O.
PART – B

II. Answer any three of the following. (3×10=30)

1) Explain the process of communication.

2) Explain the characteristics of mass communication.

3) Describe any two linear models of communication with diagrams.

4) List any five definitions of communication.

5) Discuss the characteristics of folk media.

PART – C

III. Answer any three of the following. (3×15=45)

1) Describe any three non-linear models of communication.

2) Examine the nature and scope of communication.

3) List the differences between interpersonal and intra personal communication.

4) Discuss the influence of new media on society.

5) Explain the characteristics of print media.
I Semester B.A. Examination, November/December 2015
(Semester Scheme)
(F + R) (CBCS) (2014 – 15 and Onwards)
JOURNALISM – I
Introduction to Communication and Media

Time : 3 Hours
Max. Marks : 100

Instructions: a) Answer all Parts.
   b) Answer should be completely in English or in Kannada.

PART – A

I. Write short notes on any five. Each short note carry five marks.
   (5x5=25)
   a) Letters to Editors
   b) Noise
   c) Banner Headline
   d) Chandana
   e) Yakshagana
   f) Models of communication
   g) Intra-personal communication.

P.T.O.
II. Answer any three of the following:

1) Write any five definitions of communication.

2) Explain nature of communication.

3) Explain the importance of traditional media.

4) Explain the group communication.

5) State the feature of Print and Electronic Media.

PART – C

III. Answer any three of the following:

1) Explain the functions of communication.

2) Explain the kinds of communication.

3) Explain the brief history of radio.
4) Discuss the following models of communication.
   a) Aristotle’s models
   b) Dr. Herald D. Lasswell’s model
   c) Wilbur Schram’s model

5) Describe the process of communication.
I Semester B.A. Examination, November/December 2014
(Semester Scheme) (Fresh) (CBCS)
(2014-15 & Onwards)
JOURNALISM – I
Introduction to Communication and Media

Time : 3 Hours
Max. Marks : 100

Instructions: 1) Answer all Sections.
2) Answer should be completely in English or in Kannada.

PART – A

Write short notes on any five:
(5x5=25)

1. Internet
2. Noise
3. Date line
4. Caption
5. Verbal communication
6. Prajavani
7. Yakshagana

P.T.O.
PART – B

Answer any three of the following: (10×3=30)

1. Explain the nature and scope of communication.
   
2. Explain the functions of communication.
   
3. Give any five definition of communication.
   
4. Explain the process of communication.
   
5. Trace the recent trends in Radio.
   
PART – C

Answer any three of the following: (15×3=45)

1. Explain different kinds of communication.

2. Explain any three models of communication.

3. Differentiate between interpersonal and mass communication.

4. What are the characteristics of Television as a media?

5. Discuss the characteristics of folk media.