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 completed in English or in Kannada.

PART – A

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

a) Communication Barriers

b) F.M. Radio

c) Multimedia

d) Group communication

e) Name plate

f) DTH

g) Yakshagana

P.T.O.
PART - B

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

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. \((3 \times 15 = 45)\)

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
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(F + R) (CBCS) (2014 – 15 and Onwards)
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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

1. Write short notes on any five. Each short note carry five marks.

   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.

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.
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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 :

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

(5×5=25)

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.