MY QUESTION BANK

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**MODEL QUESTIONS**

 **FYBMM- FUNDAMENTAL OF MASS COMMUNICATION**

FIVE QUESTIONS FOR 15 MARKS

Q1. Communication is a process whereby reality is produced, maintained, repaired and transformed. Explain the concept with the help Gerber’s model and the barriers involved in the process of mass communication. [15 marks]

Q2.Describe Interpersonal, Public, Satellite and Interactive forms of communication and role of culture in mass communication with suitable examples. [15 marks]

Q3.Communication used to inform, to build an image and to influence public opinion. Explain the nature of mass media with role of Advertising and Public relations. [15 marks]

 Q4. Outline the difference between Traditional Folk media and Modern mass or Electronic media. [15marks]

Q5. Elaborate the conceptual framework of Media Convergence and its implications to mass communication [15 marks]

FIVE QUESTIONS FOR 5/7/8 MARKS

1. Explain the functions of Mass Communication [5marks]

2. Describe with examples various tools of mass communication [7 marks]

3. Discuss the positive and negative impact of mass media on Education [8marks]

4. Share your views on any one Political or Religious mass communicator on the basis of contributions, qualities and public appeal. [5marks]

5. Explain a three-point difference between mass communication and mass media [5marks]