Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May – 2017**

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| **Code :** | **14VC2003** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MEDIA & COMMUNICATION** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. |  | Questions | Course  Outcome | Marks |
| 1. |  | Define Interpersonal Communication.Distinguish between Synchronous and Asynchronous Intermediated Interpersonal Communication. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Define Mass Communication. List and Explain any two types of communication. | CO1 | 20 |
| 3. |  | Discuss NOISE in Communication . Explain Shanon and Weaver’s model. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Discuss Berlo and Lasswell’s model of communication. | CO2 | 20 |
| 5. |  | Differentiate between Linear and Circular Models of Communication with examples. | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Discuss about Internet’s impact on Youth. | CO3 | 20 |
| 7. |  | Compare and Contrast Print and Online Media. | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Describe the importance of Radio & Television as means of Mass Media. | CO3 | 20 |
|  | | **Compulsory:** |  |  |
| 9. |  | Give your opinion about The Selfie and Mobile addiction among youth | CO3 | 20 |

ALL THE BEST