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

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**End Semester Examination – Nov/Dec – 2018**

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

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

|  |  |  |  |  |
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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Discuss the evolution of Cinema in India. | CO3 | 20 |
| (OR) | | | | |
| 2. |  | Write about impact of films on society. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Draw and explain Shanon and Weaver’s model of communication. | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Discuss Berlo’s Model of communication in detail. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Explain the types of communication. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | Distinguish between interpersonal, mediated and mass communication. | CO3 | 20 |
|  |  |  |  |  |
| 7. |  | Analyse magic bullet theory, two step and multistep flow of communication. | CO2 | 20 |
| (OR) | | | | |
| 8. |  | Explain Uses and Gratification Theory with examples. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Analyse the influence of new media on youth. | CO3 | 20 |