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



**End Semester Examination – Nov/Dec - 2017**

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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. |  | Define Communication. List and explain types of Communication | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Compare and contrast Intrapersonal, Interpersonal, New Media and Mass Communication | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Trace the evolution of cinema in India | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Comment on evolution of Radio and its present status in India | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | The print industry is losing ground due to internet. Discuss. | CO3 | 20 |
| (OR) | | | | |
| 6 |  | Write about television and its impact on children | CO3 | 20 |
|  |  |  |  |  |
| 7 |  | List two linear models of communication. Explain them with diagrams. | CO2 | 20 |
| (OR) | | | | |
| 8 |  | Draw and explain Shanon and Weaver’s model of communication | CO2 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Give your opinion on New Media Usage among Youth | CO3 | 20 |

ALL THE BEST