



DOON UNIVERSITY, DEHRADUN
End Semester Examination,
Academic Year 2023-24
School of Media and Communication Studies
Programme Name: Four Year Bachelor Programme in
Media and Communication Studies. End Sem Examination Semester I
Course Code with Title – MSG101 Introduction to communication

Time Allowed 2 Hours

Maximum Marks: 50

Section A

Attempt any four questions

12(approx. 100 word)

- Q1. Define Mass communication.
- Q2. What is social media? Explain with examples
- Q3. What is bullet theory? Discuss
- Q4. Explain SMCR model of communication.
- Q5. Describe importance of communication in life.

Section B

Attempt any three questions

18(approx. 250 word)

- Q1. Explain communication process with the help of its element.
- Q2. Discuss about cultivation theory of communication.
- Q3. What is media dependency theory? Discuss its relevancy to the present society.
- Q4. What is new media? Give examples.

Section C

Attempt any two questions

20(approx. 400 words)

- Q1. Explain various tools of mass media with examples.
- Q2. Describe pros and cons of print media and electronic media in detail.
- Q3. Describe various types of communication.

