

DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, Second Semester, 2016
School of Design

Bachelor of Design
SDF-111 –Media & Communication Studies

Time: 2 Hours

Maximum Marks: 30

SECTION: A (Short length answers)

Attempt any three questions. Each question carries 2 marks.

(Marks: 2X3=6)

1. Communication is an everyday experience. Comment.
2. Write a note on the relationship between technology and mass communication.
3. Imagine a week in your life without your mobile phone.
4. What do you understand by global media content?
5. Lack of understanding of a culture can lead to a communication gap or misunderstanding. Discuss Communication as cultural expression.

SECTION: B (Medium length answers)

Attempt any two questions. Each question carries 6 marks.

(Marks: 6X2=12)

1. Printing Press is considered to be one the most important inventions in history. Discuss.
2. What are cultural barriers to communication? Elaborate with examples.
3. What impact does television content have on you and your creative self?

SECTION: C (Long Answer)

Attempt only one question. The question carries 12 marks.

(Marks: 12X1=12)

1. Write a detailed note on design as communication.
2. Economic dominance of rich nations determines the general cultural values around the world. Comment.