

24/9/2014



DOON UNIVERSITY, DEHRADUN

School of Communication

Mid semester Examination, 2014

5 years Integrated MA Communication 1st semester

Course: COMM 102 Introduction to communication

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION- A

Answer any four questions. (Short answer type)

5x4=20 Marks

Q. 1 Define communication. Also explain the communication process.

Q.2 Describe the various types of communication.

Q.3 What do you understand by the term Mass Communication? Discuss its function also.

Q.4 Describe the early communication system.

Q.5 Explain the various barriers to communication.

Q.6 Write short notes on any two

a. Gatekeeper

c. Noise

b. Modern Society

d. non-verbal communication

SECTION - B

Answer any one Question (Long answer type)

10x1=10 Marks

Q.1 Explain how Mass media is different from Folk Media? Also give the characteristics of each.

Q.2 Discuss the role of mass media in democracy. Also give suitable examples in support of your answer.