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1467/AAO

JMA  
MAY 2008

INTRODUCTION TO COMMUNICATION

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a paragraph.

1. Explain print media and its types.
2. Describe the SMCR model of communication.
3. List the functions of audio media.
4. Discuss the nature of television as a medium of communication.
5. Write short note on Research and Reference Division.
6. Distinguish Internet and Intranet.
7. What is Intellectual Property?
8. Why advertisement is called as paid form of communication?

PART B — (5 × 3 = 15 marks)

Answer any FIVE of the following in about a page.

9. Explain the significance of visual communication.
10. Explain social influence theory in detail.

11. Explain any one theory of press in detail.
12. Outline the features of Satellite Television.
13. Write short notes on Folk Media.
14. Mention the role and responsibilities of DAVP.
15. Briefly explain the development of radio in India.
16. Explain the term Multimedia? Discuss its features.

PART C — (2 × 15 = 30 marks)

Answer ALL questions.

17. (a) Trace the evolution and growth of advertising as a form of communication:

Or

- (b) Critically examine the merits and demerits of Satellite Television channels.

18. (a) Explain the differences between ethics and laws with suitable example.

Or

- (b) Explain the codes of ethics being observed by the state owned All India Radio.