

**POST GRADUATE DIPLOMA IN  
JOURNALISM AND MASS  
COMMUNICATION**

**Term-End Examination**

**December, 2007**

**JMC-01 : INTRODUCTION TO  
JOURNALISM AND MASS  
COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. What role are television news channels playing in agenda setting in the country ? 20
2. Discuss the relationship between mass media and society. Illustrate with suitable examples. 20
3. Discuss the importance of questionnaire in communication research. Develop a questionnaire for assessing the popularity of a TV programme. 20
4. What do you understand by market-based audience feedback system ? Describe the characteristics of audience of radio, TV and film. 20
5. Discuss some of the situations where interpersonal communication is most effective as compared to other forms of communication. 20

6. Discuss the positive and negative impact of mass media in today's context. 20
7. What are the characteristics of effective messages ? 20
8. What is the role of Press Council as a regulatory mechanism in the country ? 20
9. Discuss the importance of code of ethics for journalists. 20
10. Analyse the relative reach of various media in rural India. 20