

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**B.A. IN JOURNALISM & MASS COMMUNICATION**  
**EXAMINATION: JANUARY - 2024**  
**FIRST SEMESTER**  
**Sub: Introduction to Mass Media (BAJMC 23-101)**

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**Date: 16/01/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Descriptive Answer (Any Two) (20)**

- 1) What are the traditional methods of Mass communication?
- 2) Explain with examples barriers in communication
- 3) How radio begin? What was it widely used for?

**Q. 2. Write short notes. (Any Two) (10)**

- 1) Types of print media
- 2) Types of newspaper and their differences
- 3) Television program

**Q. 3. Open Ended Question (10)**

Write in brief censorship imposed by British rulers to curb the spread of the print media?

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