

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: JANUARY - 2024
FIRST SEMESTER
Sub: Communication Theory and Practices
(MAMC 22-101 / MADPR 22-101)

Date: 16/01/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What is Mass Communication? What are its major Characteristics?

OR

B) Explain the types of Communication?

Q. 2. Write short notes. (Any Three) (15)

- 1) Any 3 barriers of communication
- 2) Berlo's SMCR Model of Communication
- 3) Bullet theory
- 4) Uses and Gratification theory

Q. 3. Open Ended Question (10)

How important is the role Mass Communication plays in our society? Illustrate your answer with reference to the uses of the mass media in India.
