



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – NOVEMBER/DECEMBER 2025

JOURNALISM & MASS COMMUNICATION- I SEMESTER

BA/BSC(Repeaters)

**24UBA13B / 24BSC13C – INTRODUCTION TO
COMMUNICATION AND MEDIA**

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English.*

SECTION - A

Answer any ten questions. Each question carries two marks.

(10X2=20)

1. What is kinesics?
2. What is dyadic communication?
3. List any two functions of communication.
4. What do you mean by feedback?
5. Define encoding.
6. Mention two differences between oral and written communication.
7. What is linear communication?
8. Who is Aristotle?
9. Define new media.
10. What is active audience?
11. What is public speaking?
12. Define folk media with examples.

SECTION - B

Answer any six questions. Each question carries five marks.

(6X5=30)

13. Write a short note on the elements of communication.
14. Explain about communication skills.
15. Evaluate contemporary models.
16. Describe Aristotle's model of communication.
17. Discuss the different types of media audiences.
18. Discuss the role of new media in society.
19. Explain the concept of print media and its strengths and weaknesses.
20. Analyse the importance of ethics in journalism.



SECTION – C

Answer any three questions. Each question carries ten marks.

(3X10=30)

21. Discuss the process and scope of communication in detail.
22. Briefly evaluate the emerging trends in communication.
23. Elaborate on the types of communication with suitable examples.
24. Define Communication and explain any three models of communication.
25. Explain agenda setting theory, cultivation theory, uses and gratification theory.

