

FY BMM (E)
XYGAFY

FMC
15/10/19

(L)

Time: 2.5 hrs

Marks: 75

Note: 1. All questions are compulsory

2. Figures to right indicate full marks

Q.1 Explain the following concepts : (Any three) 15

1. Internet and its impact on media
2. Use of Smileys in e-communication
3. HUB Model of Mass communication
4. Instragram
5. Need of eye contact in an Interview

Q.2. A. What is the difference between Mass Communication and Mass Media? Explain with proper examples. 08

Q.2. B .Explain the psychological barriers of Mass Communication 07

OR

Q.2. "Media convergence is the future of media studies in India", Comment. 15

Q 3.

A) "Film is an important tool to shape the opinion of masses" Explain in detail with the examples. 08

B) Illustrate the impact of Digital Media in raising awareness among the people about Education, Health and Culture 07

OR

Q.3. C. Who according to you is a good social communicator? Explain by giving examples in which he/she connected with the masses. 15

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Q.4.

A) What is the impact of social media on advertisement sector? Explain with special reference to Facebook. 08

B) Explain the impact of Instagram and Whatsapp on the youth 07

OR

C Explain the impact of Netflix and Television on Indian society.
15

Q.5. Write Short Notes (Any Three) 15

A) Media and Public relations

B) Portrayal of women in media

C) Traditional Oral communication: Kirtan, Powada

D) Information economy

E) Satellite Communication