

Maulana Azad National Urdu University

Programme: BA

V Semester Examination, December-2018

Paper Code: BAEN502DST Paper Title: Media & Communication Skills

Time: 3 Hours

Total Marks: 70

Min Marks: 28

Note : This question paper consists of three parts : Part – A, Part-B and Part-C. Number of words to answers each question is only indicative. Attempt all parts.

Part–A contains **10** compulsory questions of multiple choice/fill in the blank/very short answer type question. Answer all questions. Each question carries 1 mark. (10x1=10 marks)

Part-B contains 08 questions of which students are supposed to answer 05 questions. Answer each question in approximately 200 words. Each question carries 06 marks. (5x6=30 marks)

Part-C contains 05 questions of which students are supposed to answer 03 questions. Answer each question in approximately 500 words. Each question carries 10 marks. (3x10=30 marks)

Part-A

Question: 1:

- In the magic bullet theory, what is considered as gun?
a) Message b) Media c) Audience d) All the above
- Media acts as a _____ mirror to the society.
a) selective b) discriminating c) limited d) none of these
- Media effect can be assessed at _____ level.
a) Societal group b) family c) community group d) all the above
- Media literacy means the ability to.....
a) read and write b) create professional media
c) understand and use media d) prepare for a career in media
- Good media criticism should always.....
a) reveal negative aspects of media
b) offer analysis based on reason
c) warn us that ads sell us things we don't need
d) condemn our emotional reactions to media

6. Oral communication is a form of non-verbal communication. (True / False)
7. Written communication is a form of verbal communication. (True / False)
8. Body language is a form of non-verbal communication. (True / False)
9. Pointing fingers while talking is a good gesture of communication. (True / False)
10. Maintaining eye contact while talking or giving speech is a means of effective communication. (True / False)

Part-B

2. What are the barriers to communication? Discuss.
3. Enlist the advantages and disadvantages of verbal communication.
4. Write a short note on media and its effects.
5. Explain why '*Listening*' is the most important of all the skills in communication.
6. Briefly comment on the '*Online Advertisements*'.
7. Discuss types of media with appropriate examples.
8. Write a critical note on '*Ethics in Media*'.
9. Define and discuss how '*Cyber Media*' is different from '*Print Media*'.

Part-C

10. Write an essay on '*Promotional Advertisements*' on Television with illustrations.
11. Discuss the relationship between '*Newspapers*' and '*Advertisements*' with relevant examples.
12. What are the advantages and disadvantages of '*Social Media*'? Explain.
13. '*Media is a powerful means of communication*'. Discuss.
14. Write a comprehensive note on '*Media Writing*' with suitable examples.
