

Maulana Azad National Urdu University

Programme: BA

V Semester Examination, February -2022

Paper Code: BAEN502DST

Paper Title: **Media & Communication Skills**

Time: 3 Hours

Total Marks: 70

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

Part-A contains **10** questions of which students are supposed to answer **08** questions. Answer each question in approximately 100 words. Each question carries **05** marks. **(8x5=40 marks)**

Part-B contains **05** questions of which students are supposed to answer **03** questions. Answer each question in approximately 250 words. Each question carries **10** marks. **(3x10=30 marks)**

Part-A

1. What are the barriers to communication? Discuss.
2. Explain the advantages and disadvantages of verbal communication.
3. What do you understand by the term social media and social inclusion?
4. Why language is considered an important tool of communication?
5. Briefly comment on the '*Online Advertisements*'.
6. Discuss types of Media with appropriate examples.
7. Write a critical note on '*Ethics in Media*'.
8. Define and discuss how '*Cyber Media*' is different from '*Print Media*'.
9. Media literacy means the ability to understand and use media. Elaborate
10. Describe the major objective of a community radio station.

Part-B (Essays)

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.
15. Which of these should not be avoided for effective communication? Define the following concepts:
a) Noise b) Planning c) Semantic problem
