

# Maulana Azad National Urdu University

Programme: BA

V Semester Examination, January -2021

BAEN502DST: Media & Communication Skills

Time: 3 Hours

Total Marks: 70

**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

- i. Body language is a form of verbal communication. (True / False)
- ii. Oral communication is also known as verbal communication. (True / False)
- iii. Pointing fingers while talking is not a good gesture of communication.(True / False)
- iv. Written communication is a form of non-verbal communication. (True / False)
- v. Maintaining eye contact while giving a speech is a means of effective communication.
- vi. In the magic bullet theory, what is considered as a gun?  
a) Media                      b) Audience                      c) Message                      d) All the above
- vii. Media effect can be assessed at \_\_\_\_\_ level.  
a) community                      b) family                      c) societal                      d) All the above
- viii. Good media criticism should always..... [     ]  
a) warn us that ads sell us things we don't need  
b) condemn our emotional reactions to media  
c) reveal negative aspects of media  
d) offer analysis based on reason
- ix. Media acts as a \_\_\_\_\_ mirror to society. [     ]  
a) limited                      b) selective                      c) discriminating                      d) None of these
- x. Media literacy means the ability to.....  
a) prepare for a career in media                      b) understand and use media  
c) create professional media                      d) read and write

### **Part-B (Short Answer)**

2. Explain the types of media with examples.
3. Define media and discuss its advantages.
4. Write a short note on ethics in media.
5. Discuss how print media is different from cyber media.
6. Write a short note on communication barriers.
7. Explain why '*Writing*' is the most important of all the communication skills.
8. Write a brief note on verbal communication.
9. Briefly comment on online advertisements.

### **Part-C (Essays)**

10. Explain the correlation between newspapers and advertisements with appropriate examples.
11. '*Media is a powerful means of communication*'. Discuss.
12. What are the merits and demerits of '*Social Media*'? Explain.
13. Write an essay on '*Media Writing*' with suitable examples.
14. Write a comprehensive note on promotional advertisements with examples.

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