

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.
