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SARDAR PATEL UNIVERSITY

F.Y.B.A. (1ST SEMESTER) (CBCS) EXAMINATION April 2015

Subject: Journalism and Mass Communication

Paper: FY BA JMC CORE (Principles of Mass Communication) UA01CEJM06

Date: 23-4-2015 (Thursday) Time: 10.30 am to 1.30 pm Total marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1) The person who attaches meaning to a message is called:

- a) Sender
- b) Encoding
- c) Transmitter
- d) Receiver

2) _____ is an automatic psychological process of receiving aural stimuli.

- a) Listening
- b) Hearing
- c) Speaking
- d) None of these

3) Some misconceptions about communication are:

- a) Communication solves all problems.
- b) Communication physically breaks down.
- c) The meaning we attach to a word will be the meaning everyone else attaches to the word.
- d) All of the given options

4) Specialized vocabulary is known as:

- a) Equivocal terms
- b) Jargon
- c) Trigger words
- d) Biased language

5) Which of the following statement explains mediated communication?

- a) Mediated communication occurs when two (or a few) people use loud speaker to address a gathering.
- b) Mediated communication occurs when two (or a few) people use some intermediate means for carrying their messages.
- c) Mediated communication occurs when people try to communicate at mass level.
- d) Mediated communication occurs when a group of people uses email to send a message to various people.

6) When superiors provide directions to their subordinates regarding what to do, this is known as a type of _____ communication.

- a) Upward
- b) Horizontal
- c) Downward
- d) Lateral

7) After listening to Ayesha's long speech, Beenish told her what she understood from her long talk. Which form of listening it is?

- a) Empathic listening
- b) Critical listening
- c) Active listening
- d) Preferential listening

- 8) When working to create and maintain a favorable relationship with a receiver, a sender should:
- Do just what the receiver expects.
 - Impress the receiver by using technical terms.
 - Stress mutual interests and benefits.
 - Use positive wording.
- 9) If a manager asks his assistant to compile a report on the overall performance of the department, which form of communication it will be?
- Upward communication
 - Intrapersonal communication
 - Downward communication
 - Lateral communication
- 10) Which of the following is NOT a way to help generate ideas when writing?
- Brainstorming
 - Free writing
 - Guessing
 - Clustering
- 11) Feedback refers to responses of the receiver that shape subsequent messages of the source.
- A) True B False
- 12) The receiver in the machine-assisted setting can be a single person only.
- A) True B False
- 13) The following is an example of a media vehicle:
- newspapers and magazines
 - radio stations
 - TV networks
 - all of the above
- 14) Interpersonal communication can occur between two people without being in each other's physical presence.
- A) True B False
- 15) In a communication setting, encoding may take place only once.
- A) True B False

Q2	What is communication? Wright Barrier of communication in brief with examples	15 marks
	Or	
Q2	Wright all types of communication in brief with examples	15 marks
Q3	Shannon Weaver's model, Harold Lasswell's model, Westley and MacLean's model, Wilbur Schramm's model this four models gives us communication messages which are that explain in just one or two line .	15 marks
	Or	
Q3	Who introduced 'noise'? Explain 'noise'.	15 marks
Q4	Write short notes (any 2) 1) Write leading Gujarati News papers, Radio stations, TV Channels, Magazine names. 2) media research 3) write 150 words of love story	15 marks