

**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS
BORDA, MARGAO GOA**

**B. Com. (Sem. IV) SEMESTER END EXAMINATION, JULY 2021
(Under OS-1 COVID-19 pandemic)**

GE 5 - Mass Communication

Duration	Answering:	02 Hours	Max. Marks: 40	No. of Pages: 01
	Online Submission:	01 Hour		

Instructions: (i) All Questions are compulsory.
(ii) Figures to the right indicate full marks.
(iii) Students need to submit **Handwritten** answer paper scanned in whiteboard mode in a single PDF file only.

Q. 1. Answer the following questions (Any 5 out of 8) (5 X 2 = 10 Marks)

- What is Mass Communication.
- Describe the process of the communication cycle?
- Name the elements of Mass Communication?
- Which was the first newspaper printed in India and by whom?
- Who invented the printing press?
- What does Broadcast journalism refer to?
- When did Radio broadcasting begin in India and who introduced it?
- Define the term 'Development Communication'?

Q. 2. Answer the following questions (Any 6 out of 8) (6X 5 = 30 Marks)

- What are the differences between Communication and Mass Communication?
- Which are the functions of Journalism?
- Write a note on the emergence of AIR (All India Radio).
- What are the similarities between Print and Broadcast Journalism?
- What is Development Communication and what is the role of the Development Communicator?
- Write about the strengths and weaknesses of the Radio?
- Write a note on the first feature film made in India?
- Which are the core areas of Development and name the agencies which are actively involved in development communication activities?

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