

Branch - **JOURNALISM AND MASS COMMUNICATION**

COMMUNICATION MODELS AND THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following best describes Non-Verbal Communication? A) Written messages exchanged through letters B) Communication through gestures, facial expressions, and body language C) Communication using digital platforms D) Spoken words transmitted through telephone	K1	CO1
	2	The term "Symbolism" in communication refers to: A) The use of loud sounds to convey messages B) Direct face-to-face conversation between two people C) The use of signs, and images to represent ideas or meanings D) A type of organizational communication structure	K2	CO1
2	3	Aristotle's model of communication is primarily focused on: A) The role of technology in message transmission B) The speaker, speech, and audience in a persuasive context C) Feedback mechanisms between sender and receiver D) Noise as a barrier in mass communication	K1	CO1
	4	The Participatory Communication Model emphasizes: A) One-way flow of information from media to passive audiences B) Government control over media content C) Active involvement and dialogue between communicators at equal levels D) The role of technology in filtering messages	K2	CO1
3	5	Osgood's model of communication is best described as: A) A linear model focusing on the sender's intent B) A circular model emphasizing encoding and decoding by both parties C) A mathematical model measuring signal strength D) A hierarchical model used in organizational communication	K1	CO1
	6	The New Comb's ABX model focuses on: A) The technical aspects of signal transmission B) The relationship between two communicators and their shared attitude toward an object C) Multi-step flow of information in mass media D) The role of gatekeepers in news media	K2	CO1
4	7	The Uses and Gratifications Theory views the audience as: A) Passive receivers of media content B) Victims of media manipulation C) Active users who choose media to satisfy personal needs D) Silent observers of media effects	K1	CO1

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4	8	A) Heavy television viewers tend to perceive the real world in ways that reflect what they see on TV B) Media has no long-term effect on audience behavior C) Audiences actively resist media messages D) News media cultivates political awareness among citizens	K2	CO1
5	9	Social Learning Theory in the context of media, as proposed by Albert Bandura, suggests that: A) People learn only through direct personal experience B) Media violence has no connection to real-world behavior C) Audiences can learn and imitate behaviors observed through media D) Social media promotes only positive behavioral changes	K1	CO1
	10	The Selective Perception theory in media studies states that: A) All audiences interpret media messages in the same way B) Audiences perceive and interpret media messages based on their own beliefs, attitudes, and experiences C) Media selectively chooses what content to broadcast D) Only educated audiences can critically evaluate media content	K2	CO1

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define Communication. Explain in detail the Elements and Process of Communication with suitable examples.	K2	CO2
		(OR)		
	11.b.	Explain McLuhan's Global Village Concept and discuss the various Dimensions of Communication with examples.		
2	12.a.	Explain Berlo's SMCR Model of communication in detail, highlighting its components and limitations.	K3	CO3
		(OR)		
	12.b.	Describe Shannon and Weaver's Mathematical Model of communication. How does it address the concept of noise?		
3	13.a.	Explain Schramm's Interactive Model of communication. How does it differ from linear models?	K3	CO3
		(OR)		
	13.b.	Discuss the Two-Step Flow Model and Multi-Step Flow Model of communication. What is the role of Opinion Leaders?		
4	14.a.	Explain Agenda Setting Theory with its levels and relevance in contemporary media.	K4	CO3
		(OR)		
	14.b.	What is the Uses and Gratifications Theory? Explain its assumptions and categories of audience needs.		
5	15.a.	Explain the Social Learning Theory and Cognitive Dissonance Theory in the context of media effects.	K4	CO2
		(OR)		
	15.b.	Write a detailed note on the Spiral of Silence Theory and Cultivation Theory and their significance in understanding media effects.		

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Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Critically analyze the Scope, Forms, and Functions of Communication in the context of modern society.	K6	CO5
2	17	Examine the Transactional Model of Communication proposed by Barnlund and compare it with Laswell's Model and Richard Braddock's Model.	K5	CO4
3	18	Elaborate on George Gerbner's Model and De Fleur's Model of communication.	K5	CO5
4	19	Critically discuss the Hypodermic Needle Theory, Propaganda Theory, and Personal Influence Theory. How have these theories shaped our understanding of media power and audience behavior?	K4	CO4
5	20	Examine the Theories of News Diffusion, Reception Analysis, and Gestalt Theory of Motivation in the context of media effects. How do these theories collectively explain audience engagement with media content?	K5	CO5

Z-Z-Z END

MA DEGREE EXAMINATION MAY 2026

(First Semester)

Branch – **JOURNALISM AND MASS COMMUNICATION****REPORTING AND EDITING**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Question No.	Question	K Level	CO
1	What is the primary purpose of verifying a source? a) To make a story more interesting. b) To confirm the accuracy and credibility of information. c) To get a quote for a news story. d) To find new contacts for future stories.	K1	CO1
2	A reporter writes a story about a new city policy. Why would they include a quote from a resident who is against the policy? a) To show their personal opinion on the policy. b) To add a human-interest element to the story. c) To provide a balanced perspective and demonstrate fairness. d) To sensationalize the policy's impact.	K2	CO2
3	Why is it crucial for environmental journalists to understand scientific data and terminology? a) To impress their editors with their knowledge. b) To accurately interpret and communicate complex scientific findings to a general audience. c) To avoid having to consult with scientists. d) To make their stories sound more academic.	K1	CO1
4	Why is the use of hyperlinks important in online news stories? a) They make the story longer. b) They allow the reader to easily access source material and related information. c) They are a requirement for all online articles. d) They help reporters get more interviews.	K2	CO2
5	What is a paragraph's main idea usually called? a) The hook. b) The topic sentence. c) The conclusion. d) The climax.	K1	CO1
6	Why is using active voice generally preferred in journalistic writing? a) It makes sentences sound more academic. b) It is more formal and professional. c) It makes the writing more direct, clear, and concise. d) It allows for a more passive tone.	K2	CO2
7	What is the primary goal of an op-ed piece? a) To provide an objective report on a news event. b) To express the personal opinion of the writer. c) To present a fictional story. d) To inform readers about a historical event.	K1	CO1
8	How does a news agency differ from a newspaper? a) A news agency publishes content directly for the public, while a newspaper sells its content to other outlets. b) A news agency primarily gathers and sells news to other media, whereas a newspaper produces content for direct public consumption. c) A news agency only reports on international news, while a newspaper focuses on local news. d) There is no difference; the terms are interchangeable.	K2	CO2

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9	b) Conducting on-air interviews with public figures. c) Writing long-form investigative reports. d) Reporting on political scandals.	K1	CO1
10	A columnist for a children's publication is a person who: a) Writes a regular column expressing their personal views for a young audience. b) Edits the news section for a major newspaper. c) Reports on local crimes. d) Only reports on international events.	K2	CO1

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Question No.	Question	K Level	CO
11.a.	Analyze the role of different lead types in journalistic writing.	K4	CO4
	(OR)		
11.b.	Analyze the ethical considerations and practical difficulties a journalist faces when writing a crime story.		
12.a.	Explain how you would apply business reporting principles to prioritize and contextualize information from a corporate financial report that contains both positive news (e.g., increased profits) and negative news (e.g., an executive's resignation and a pending lawsuit).	K3	CO1
	(OR)		
12.b.	Explain the distinct roles of a news anchor versus a news reader.		
13.a.	Explain how a creative, narrative-driven structure of writing can provide a deeper understanding of the story than a traditional, inverted pyramid report.	K3	CO3
	(OR)		
13.b.	Describe the key elements and the principles of soft news to write a feature story		
14.a.	Analyze the key functions of a newsroom.	K4	CO2
	(OR)		
14.b.	Examine how a well-reasoned editorial can influence public opinion and shape community debate.		
15.a.	Examine the specific techniques of feature writing to create a compelling narrative for a news story.	K4	CO5
	(OR)		
15.b.	Analyze the role and impact of letters to the editor within a newspaper's ecosystem		

SECTION -C (30 Marks)

Answer **ANY THREE** questions

ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Question No.	Question	K Level	CO
16	Develop a comprehensive strategy to combat the issues of misinformation, disinformation, and fake news on social media directly targeting reporting.	K6	CO5
17	Design a comprehensive reporting workflow that integrates radio, television, and a news agency to maximize efficiency in news gathering, fact-checking, and dissemination.	K6	CO1
18	Create a set of editorial guidelines for a news platform to improve readability and legibility.	K6	CO5
19	Develop comprehensive guidelines for a news publication to create effective headlines.	K6	CO4
20	Evaluate the ethical considerations that arise when reporting on sensitive issues for a young audience (children).	K5	CO1

Z-Z-Z

END