

**MAY 2011**

**U/ID 72151/BMM1A**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 3 = 30 marks)

Answer any TEN questions.

All questions carry equal marks.

1. Encoding.
2. Communication context.
3. Popular culture.
4. Inter textuality.
5. Mass media.
6. Noise.
7. Semiotics.
8. Paralanguage.
9. Verbal communication.
10. Virtual reality.
11. Mediation.
12. Kinesics.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

13. What are the types of communication? Explain.
14. Describe the characteristics of mass media.
15. Write about the functions of non-verbal communication.
16. Why do they call the Internet as new media? Explain.
17. Define mass culture, subculture and counter culture.
18. Write about agenda setting in media.
19. Explain about ideology with examples.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

20. Elaborate on human space communication.
21. Explain the principles of semiotics.

22. How do media represent women? Discuss with examples.
  23. Write about any two models of communication.
  24. What are the universal principles of human communication?
  25. Explain the characteristics of verbal communication.
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