

End Semester Examination, 2016
Department of Mass Communication and new media
Central University of Jammu

Course Code: PGMCM1E004T
Max. Marks: 100 Marks

Title: Effective Communication
Max. Time: 3 hours

This paper consists of three Sections—A, B and C

SECTION - A

Q.1) Choose the correct answer from the following. Each question carries ONE & half Mark. 10x1.5=15

- (i) Which among the following is the feature of Interpersonal Communication?
a) Dream
b) Triad
c) Meditation
d) Classroom Discussion
- (ii) Scribus is a....
a) DTP Software
b) Anti Virus Software
c) Desktop Prep Software
d) Hardware
- (iii) DOF stands for....
a) Design of File
b) Designated File
c) Depth of Field
d) Depth of File
- (iv) A rhetor is....
a) Cartographer
b) Public Speaker
c) Painter
d) None of these
- (v) Phatic is an....
a) Utterance
b) Gutter Press
c) Uttermost Journalism
d) None of these
- (vi) Nutgraph is followed by....
a) Lead
b) Conclusion
c) Headlines
d) All of these
- (vii) Hourglass Structure is related to....
a) Editorial
b) News
b) Feature
d) Opinion
- (viii) What can reduce noise in communication?
a) Whisper
b) Paranormal Language
c) Ultrasonic Sound
d) Balance between redundancy and entropy
- (ix) PDF is an acronym for....
a) Portable Document Format
b) Portable Document File
c) Portable Defined Format
d) None of these
- (x) News is an example of...
a) Narration
b) Literature
c) Exposition
d) Argumentation

Section B - (Short Answers: Attempt all questions. Each question carries 8 marks) 8x5=40

Q.2 What is intrapersonal communication? Explain with examples.

Or

Discuss nonverbal communication.

Q.3 Prepare 10 questions for a BJP spokesperson in a press conference on demonitization.

Or

What are the key points to keep in mind when you make extempore speech?

Q.4 Explain the difference between peg and slant in a news story.

Or

What is nutgraph?

Q.5 Explain the concept of DTP in printing process.

Or

What are the functions of aperture?

Q.6 Explain Rule of Thirds.

Or

What is New Media? How it is different from traditional media?

SECTION- C (Essay Type: Answer any three questions. Each question carries 15 marks. 3x15=45)

Q.10 What are forms and types of communication? Illustrate with examples.

Q.11 Discuss salient features of oral communication with suitable examples?

Q.12 Explain the difference between literary and non-literary writing.

Q.13 Describe all kinds of shots on the basis of movement and angle and give suitable examples.

Q.14 In what ways digital media has changed the landscape of journalism in contemporary scenario?