

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS - BAJMC

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Introduction to Mass communication
Subject Code: 25JMC101T

Max. Marks: 50
Time: 2.30 Hrs.

Instructions

- Instructions 1 All Questions are compulsory
- Instructions 2 Each question carries equal marks (10 marks)
- Instructions 3 Give examples where required

CO #	Cognitive Ability	Course Outcome
CO1	Remember	Students will define key forms of communication and mass media.
CO2	Understand	Students will explain and apply classical and modern communication models, including McLuhan's theories.
CO3	Apply	Students will trace and critique the historical evolution of media and journalism in India.
CO4	Analyse	Students will analyze media content using mass communication, cultural, and media-effects theories.
CO5	Evaluate	Students will evaluate the societal, ideological, ethical, and legal dimensions of mass media

Q1.	Attempt any 1 out of 2 Questions (10 Marks) a. Explain the different types of communication with examples: verbal, non-verbal, interpersonal, group, and public communication. b. What are communication barriers? Explain the types of communication barrier	CO1
Q2.	Attempt any 1 out of 2 Questions (10 Marks) a. Discuss the rise of mass communication and evolution of media technologies over time b. Explain Global Village and its significance in today's world	CO2
Q3.	Attempt any 1 out of 2 Questions (10 Marks) a. What is Frankfurt School known for? Explain in detail the application of the theory. b. Explain Marxist perspective of media with reference to base-superstructure.	CO3
Q4.	Attempt any 1 out of 2 Questions (10 Marks) a. Analyze media regulatory body in India. Explain the working of these bodies b. Analyze the Two-Step Flow theory and its relevance today.	CO4
Q5.	Attempt any 1 out of 2 Questions (10 Marks) a. Evaluate Spiral of Silence in brief. b. Evaluate the ethical challenges in journalism and mass communication with reference to real media case studies.	CO5