

INDIRA UNIVERSITY, PUNE

SCHOOL OF LIBERAL ARTS- MAJMC

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Intercultural Communication
Course Code: 25MMC201T

Max. Marks: 50
Time: 2:30 Hrs.

Instructions Please do not write anything else on the question paper other than your roll number.

Q1.	Solve any 2 out of 3 given below: (10 Marks) A. Explain how corporate culture in today's business world is. Evaluate the contribution of higher education to the growth of Indian economy post Liberalization, Privatization and globalization. B. What is your opinion about having more unity among warring groups of nations and the damage that is caused due to international breakdown of communication? C. Do you agree that media can play a role in gender equality? Prove how cinema can help to better the lives of women.	CO5
Q2.	Solve any 1 out of 2 in this section: (10 Marks) A. Outline the differences between low context and high context styles of communication. What are the family values in a typical Indian society? B. Demonstrate with example the importance of mass communication in bringing about development in society.	CO4
Q3.	Solve any 1 out of 2 in this section: (10 Marks) A. Explain how India as a society has evolved during history and has adapted to western practices, traditions and food patterns as a result of various European invasions. For instance, the influence of the British or the Portuguese. B. Illustrate with a suitable example, how, with the help of communication, any saint, a religious sect, a freedom fighter, a journalist, or a social reformer has contributed to the evolution of the society in India.	CO3
04.	Solve any 1 out of 2 in this section: (10 Marks) A. Examine if media successfully plays the function of entertainment, bonding and information sharing in India. B. Discover how interfaith & inter-caste marriages have become common thus bringing about unity as a result of media influence.	CO4

05.	Solve any 1 out of 2 in this section: (10 Marks) A. Campus unrest has grown in a village school in Maharashtra where high school children have carried out attacks on each other over a caste divide. Discuss if counselling as a communication plan can help these teenagers. Build a short plan for communication with the school children to build peace. B. Imagine a situation where the Culture Ministry of India is concerned about the ill effects of watching K Dramas on the youth. Plan a step-wise strategy to make Indian culture popular again. How will you promote Indian arts and culture via media if given a role in the ministry? Imagine and write.	CO 6
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