

**Directorate of Distance Education  
Guru Jambheshwar University of Science & Technology,  
Hisar**

**Programme: MMC Ist Year**

**Course: Human Communication**

**Code: MMC101**

**Important Instruction**

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

**PART-I**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Explain the elements and functions of communication?       | 5 |
| Q2. What do you mean by sociology of communication? Define.    | 5 |
| Q3. Write detailed note about communication and socialization? | 5 |

**PART-II**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Define the theories of communication. What is Group communication? | 5 |
| Q2. What is Models of communication? Define Osgood's model.            | 5 |
| Q3. Write the relation between communication and behavioral sciences.  | 5 |

**Directorate of Distance Education**  
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**Hisar**

**Programme: MMC Ist Year**

**Course: Mass Communication**

**Code: MMC102**

**Important Instruction**

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

**PART-I**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Explain the Nature and features of Mass Communication? | 5 |
| Q2. What do you mean by Traditional Media? Define.         | 5 |
| Q3. Write detailed note on History of Mass Media in India? | 5 |

**PART- I I**

**Max Marks: 15**

- |   |   |
|---|---|
| Q1. Define the theories of communication. What is Group communication?        | 5 |
| Q2. What do you mean by Play Theory? Define.                                  | 5 |
| Q3. There is relation between Mass Communication and Developing Society. How? | 5 |

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**Programme: MMC Ist Year**

**Course: Print Media**

**Code: MMC103**

**Important Instruction**

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**PART-I**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Explain the Concept and process of newspaper reporting.      | 5 |
| Q2. There are various types of news. What are they? Write.       | 5 |
| Q3. What do you mean by Feature writing? Write a feature report. | 5 |

**PART-I I**

**Max Marks: 15**

- |   |   |
|---|---|
| Q1. What are the principles of editing? Write.              | 5 |
| Q2. What is the role of editorial staff in news room? Write | 5 |
| Q3. What is News agency? Write detailed note.               | 5 |

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**Programme: MMC Ist Year**

**Course: Electronic Media**

**Code: MMC104**

**Important Instruction**

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

**PART-I**

**Max Marks: 15**

- |   |   |
|---|---|
| Q1. How radio is a medium of mass communication? Write.     | 5 |
| Q2. There is big difference between AM & FM. What are they? | 5 |
| Q3. What do you mean by Radio programme production?         | 5 |

**PART-II**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Cable TV and DTH having different technology. How? | 5 |
| Q2. What are the basic Equipments of TV Programme?     | 5 |
| Q3. Write about the Structure of Doordarshan?          | 5 |

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**Guru Jambheshwar University of Science & Technology,**  
**Hisar**

**Programme: MMC Ist Year**

**Course: Advertising & Corporate Communication**

**Code: MMC105**

**Important Instruction**

All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centers concerned (university in case of Direct Student). Total marks are 30.

**PART-I**

**Max Marks: 15**

- |  |   |
|--|---|
| Q1. Define advertising, its concept and scope.                     | 5 |
| Q2. What are the types of advertising? Write.                      | 5 |
| Q3. There are various medium of advertising, what are they? Write. | 5 |

**PART-I I**

**Max Marks: 15**

- |   |   |
|---|---|
| Q1. What are the key difference between corporate communication and Public relations? | 5 |
| Q2. What are the principles & functions of Public Relations?                          | 5 |
| Q3. Write about the Tools of public relation?   | 5 |