



# UNIVERSITY OF THE PUNJAB

First Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Introduction to Mass Communication**  
**Course Code: BSCS-101 Part-I (Compulsory)**

**MAX. TIME: 15 Min.**  
**MAX. MARKS: 10**

.....  
Signature of Supdt.:

**Attempt this Paper on this Question Sheet only.**

**Please encircle the correct option. Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

**Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)**

1. Laswell presented Communication Model in-----  
(a) 1948 (b) 1949 (c) 1959 (d) 1945
2. Mc Comb & Shaw presented-----theory.  
(a) Framing (b) Agenda Setting (c) Magic Bullet (d) Priming
3. Missing words in any essay are example of-----  
(a) Physical barrier (b) Psychological barrier (c) Natural barrier
4. SMCR Model was presented by-----  
(a) David Berlo (b) Mc Comb & Shaw (c) Laswell
5. SMCR Model was presented in -----  
(a)1960 (b) 1970 (c)1950 (d) 1965
6. Osgood & Schramm model was-----  
a) Linear Model b) Circular Model c) Educational
7. Which of the following is not one of the primary functions of mass communication? a)  
Surveillance b) Cultural Transmission c) Entertainment d) Immunization
8. Interpersonal communication is communication with----  
a) Two Persons b) One Person c) Group of people
9. Through communication we can-----  
(a) Entertain (b) educate (c) inform (d) all of them.
10. Culture is-----  
(a)Natural Barrier b) Psychological barrier c) Physical Barrier



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PAPER: Introduction to Mass Communication

Course Code: BSCS-101 Part – II

MAX. TIME: 2 Hrs. 45 Min.

MAX. MARKS: 50

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q.2. Answer the following short questions.**

(5 x 4 = 20)

1. Define intra-personal communication.
2. What is the difference between verbal and non-verbal communication? Discuss.
3. Define Mass Communication and explain its types with example
4. What is difference between encoding and decoding?
5. Name any four functions of mass media.

**Q.3. Answer the following brief questions.**

(3 x 10 = 30)

1. What are the barriers of communication? Explain with example.
2. Explain the different types of media.
3. Write in detail the process of mass communication. What are its different tools, discuss in detail.

سوال نمبر 2: درج ذیل سوالات کے مختصر جوابات تحریر کریں۔

1. خود کلامی کی تعریف بیان کریں۔ (۱)
2. لفظی اور غیر لفظی ابلاغ کا فرق بیان کریں۔ (۲)
3. ابلاغ عامہ کی تعریف بیان کریں اور اس کی مختلف اقسام مثالوں کے ساتھ بیان کریں۔ (۳)
4. ان کوڈنگ اور ڈی کوڈنگ کا فرق بیان کریں۔ (۴)
5. میڈیا کے چار اہم مقاصد بیان کریں۔ (۵)

سوال نمبر 3: درج ذیل سوالات کے تفصیلاً جوابات تحریر کریں۔

1. ابلاغی رکاوٹیں کیا ہوتی ہیں؟ مثالوں سے واضح کریں۔ (۱)
2. میڈیا کی مختلف اقسام کے بارے میں مفصل نوٹ لکھیں۔ (۲)
3. ابلاغ عامہ کے عمل پر تفصیلی نوٹ لکھیں۔ اس کے مختلف ذرائع پر بحث کریں۔ (۳)