



# UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Theories of Communication-I**  
**Course Code: BSCS-305 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. .... are the nets we cast to understand social world.
  - a. Models
  - b. Mass Media
  - c. Paradigm
  - d. Theories
2. The ----- theory suggests the government control over press
  - a. Authoritarian Theory
  - b. Libertarian Theory
  - c. Social Responsibility Theory
  - d. Media Development Theory
3. Communication with others is known as
  - a. Inter personal Communication
  - b. Intra personal Communication
  - c. Extra personal Communication
  - d. None of above
4. .. theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self-regulations or both.
  - a. Soviet Communist
  - b. Totalitarian
  - c. Social Responsibility
  - d. Libertarian
5. .... is the major models on which scholars of a particular discipline have consensus on a certain time
  - a. Paradigm
  - b. Theory
  - c. Hypothesis
  - d. None of above

**P.T.O.**

6. The ----- theory suggests the opinion formation process.
- Agenda Setting Theory
  - Cultivation Theory
  - Spiral of Silence Theory
  - Media Development Theory
7. .... depends on social norms and shapes the mass media institutions-based on social philosophy
- Normative Theory
  - Operational Theory
  - Everyday Theory
  - Cultural Theory
8. Selective Retention assumes that
- People remember best messages related to their attitudes and beliefs
  - People remember already existing messages near to their attitudes and beliefs
  - People retention of messages level is very poor
  - None of above
9. The two-step flow of communication hypothesis was first introduced by .....
- Leon Festinger
  - Albert Bandura
  - Paul Lazarsfeld
  - None of above
10. The Magic Bullet Theory of mass communication is known as:
- Cultivation
  - Limited effect theory
  - Hypodermic needle
  - None of above



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Fifth Semester – 2019

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Roll No. ....

**PAPER: Theories of Communication-I**

**Course Code: BSCS-305 Part – II**

**MAX. TIME: 2 Hrs. 45 Min.**

**MAX. MARKS: 50**

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

**Q.2. Questions with short answers.**

**(5x4=20)**

1. What is meant by theory and how it is interrelated to research?
2. Define the term "Selective Exposure".
3. What are media centered theories?
4. Describe briefly the magic bullet theory.
5. Differentiate between perception and retention.

**Q.3. Questions with brief answers.**

**(3x10=30)**

1. What is your understanding about Gate keeping theory?
2. What is the importance of message in communication? Describe its attributes.
3. Describe the salient features of social learning theory?