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School of Liberal Education**Bachelor of Arts in Journalism and Mass Communication
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - K2UA105T - Introduction to Mass Communication**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Select the correct option: A leaflet is a form of? a) Print Media b) Electronic Media c) Digital Media K2 (2)
- 2) Name any four types of Print Media. K1 (3)
- 3) Compare: Formal and Informal communication. K2 (4)
- 4) Classify the types of communication. K2 (6)
- 5) Identify the types of folk media. K3 (6)
- 6) Identify the use of the following media tools: a) Newspapers b) Television c) Brochure K3 (9)
- 7) Examine the meaning and type of advertising. K4 (8)
- 8) Compare and contrast the communication methods of early human societies with those of modern societies. K4 (12)

OR

Assess the strengths and weaknesses of intrapersonal communication K4 (12)