

QP Code : U24A047

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER B.Voc (CBCSS-VUG) DEGREE EXAMINATION, November 2024

B.Voc Multimedia

SDC1MM01 : Introduction to Media Communication

2024 Admission Onwards

(Credits: 4)

Time : 2.5 Hours

Maximum Marks : 80

Section A

Short answer type carries 2 Marks each (15x2=30 Marks) (Ceiling 25)

1. What are the 7 C's of communication? [BTL2]
2. What is broadcast media? [BTL1]
3. Name two characteristics of television that make it an ideal medium for the telecast of sports events [BTL1]
4. Explain how socioeconomic changes influence emerging trends in communication. [BTL3]
5. Discuss the limitations of communication models. [BTL3]
6. Explain why the media is so influential and important. [BTL3]
7. Give an example of how the media shapes culture. [BTL4]
8. What are the types of New Media? [BTL3]
9. What is the term of Technological convergence? [BTL3]
10. Analyze how mass media and social media differently shape public opinion on social issues. Provide specific examples. [BTL5]
11. Evaluate how the internet has altered the balance between mediated [BTL5]
12. Compare social media and traditional media in crisis communication. [BTL2]
13. Comment the concepts of Authoritarian Theory and Libertarian Theory. [BTL5]
14. Explain the Process of Communication [BTL2]
15. What is online PR strategy? [BTL1]

Section B

Paragraph types carries 5 Marks each (8x5=40 Marks) (Ceiling 35)

16. What are some best practices and tips for digital advertising? [BTL2]

Turn Over

17. How has social media influenced communication? [BTL2]
18. What are six functions of the press under the libertarian theory? [BTL1]
19. Explain interpersonal communication. How do the message and audience characteristics in interpersonal communication compare with those in mass communication? [BTL3]
20. Describe the Helical Model of Communication and explain it with an example. [BTL3]
21. Why should businesses use Mobile Advertising? [BTL3]
22. In your view, why is mediated communication important? Explain its significance. [BTL3]
23. Describe three characteristics of television that distinguish it from other media. [BTL3]

Section C

Essay-type carries 10 Marks : Answer any two questions.

24. Describe a real-world example where social media communication played a critical role in a recent event or movement. How was it used effectively? [BTL2]
25. Discuss how Twitter has transformed communication in the digital age. What are some key benefits and drawbacks of using Twitter? [BTL5]
26. Discuss how positive and negative online reviews can influence an organization's relationship with the media and public perception. [BTL4]
27. Select two platforms and analyze their effectiveness for media engagement and audience reach. [BTL3]

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