QP Code: UV25DIS007

Reg. No : .....
Name : .....

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

I SEMESTER (CBCSS-VUG) DEGREE EXAMINATIONS, NOVEMBER 2025
(Improvement/Supplementary)
B. Voc. Multimedia
SDC1MM01 : Introduction to Media Communication
2024 Admission Only
(Credits: 4)

Time: 2.5 Hours **Maximum Marks: 80**

Section A

*Short answer type carries **2** Marks each* ***(Ceiling 25)***

1. Explain how interpersonal communication differs from intrapersonal communication with an example from your daily life.
2. Define Mass communication
3. What are Popular Social Media Tools and Platforms?
4. What is the Internet?
5. Write six functions to the press as the libertarian theory
6. Types of communication
7. "How can television be used to influence public opinion on social issues? Give an example."
8. Write short note on digital advertising best practices and tip
9. Analyze how mobile phones have influenced interpersonal communication in everyday life.
10. Analyze the role of mass media in shaping public opinion by discussing both its merits and demerits.
11. Explain the four principle of interpersonal communication?
12. Examine the differences between Social Responsibility and Libertarian theories in media freedom and regulation, and their societal impacts.
13. What are the main strengths and limitations of television?
14. How does media convergence affect society?
15. Examine how the Social Responsibility theory addresses media freedom

Turn Over

Section B

*Paragraph types carries **5** Marks each* ***(Ceiling 35)***

16. What are the limitations of the Shannon Weaver model of communication?
17. What is two step flow model & how is opinion leader concept used in this model?
18. How to increase engagement and conversions on digital platforms?
19. Explain how social media has changed the way people interact in daily life.
20. Analyze the differences between the Social Responsibility Theory and the Libertarian Theory in terms of media regulation.
21. Explain communication. Do you believe communication plays a significant role in the socio-economic development of a country? Justify your answer.
22. Apply the principles of the Transmission and Ritual models to explain how modern social media platforms affect interpersonal communication.
23. Provide a brief explanation of Digital Advertising

Section C

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

24. List five major social media platforms used for advertising. Describe one unique feature of each platform that enhances advertising potential.
25. Explain the difference between a default ring tone and a custom ring tone. Why might someone prefer a custom ring tone?
26. Evaluate the ethical issues of using social media for communication. What problems can arise with privacy, false information, and mental health?
27. compare and contrast the original four theories of the press/media. Evaluate their applicability in the modern media ecosystem and provide examples to support your argument.

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