

Dr. Babasaheb Ambedkar Open University
Term End Examination January -2026

Course	: BAJMC(Hons.)	Date	: 12/02/2026
Subject Code	: BAJMCMJ-101	Time	: 11:30am to 01:45pm
Subject Name	: Introduction to Journalism & Mass Communication	Duration	: 02.15 Hours
		Max. Marks	: 70

Q. 1 Describe the Origin, Elements and Significance of Human Communication. 14
OR

Explain the Communication Process and its Elements?

Q.-2 Explain the Aristotle's Model of Communication and its elements and also mention few Drawbacks of Aristotle's Model of Communication 14

OR

Describe the importance of writing and listening skills in Effective Communication and what are the key points to remember while writing messages.

Q.-3 What is News? Explain the various elements and sources of news collection. 14
OR

Explain the role and importance of Mass Media as the "Fourth Estate."

Q-4 **Write Short Notes (Any Two)** 14

1. What are Traditional Forms of Communication? Describe their key features with suitable examples from Bharat.
2. Discuss the Salient Features of MacBride Report?
3. Explain the Feature Writing and the main components of Feature Writing?
4. Functions of Mass Communication.

Q.-5 **Choose the correct option and write the answer.** 14

- 1 Who is known as the 'Father of Indian Journalism'?
(A) James Augustus Hicky (B) Raja Ram Mohan Roy
(C) Mahatma Gandhi (D) B.G. Tikal
- 2 The word 'Communication' is derived from which Latin word?
(A) Communis (B) Communicare (C) Community (D) Both A & B
- 3 'Bengal Gazette' was started in which year?
(A) 1780 (B) 1857 (C) 1947 (D) 1750
- 4 Which of the following is an example of Mass Media?
(A) Personal Letter (B) Radio (C) Telephone (D) Classroom Lecture
- 5 Intrapersonal communication means:
(A) Communication with others (B) Communication with self
(C) Group talk (D) Mass lecture
- 6 Who is known as the father of Indian Journalism?
(A) James Augustus Hicky (B) Raja Ram Mohan Roy
(C) Mahatma Gandhi (D) S. Sadanand
- 7 Which is the first step in the communication process?
(A) Decoding (B) Encoding (C) Feedback (D) Ideation
