

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

Course	: MJMC	Date	: 17/02 /2026
Subject Code	: MAJMC/MAJMCOL-02	Time	: 03:00pm to 05:15pm
Subject Name	: Understanding Media, Mass	Duration	: 02:15 Hours
Credit	: Comm. & Journalism	Max. Marks	: 70

Q-1 Explain the Mediums of Communication? (14)

OR

What is difference between Fake News and Paid News and Explain with some recent examples.

Q-2 Describe the term NEWS and essential of News? (14)

OR

How are both different Advertorials from Advertisements?

Q-3 Discuss about the headline with certain examples in current scenario. Give a few simple tricks about catchier headlines (14)

OR

What is feedback? Does feedback help make the communication process successful? Discuss with examples.

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

1. What are the Advantages of a Newspaper?
2. Write the definition of Public relations
3. "The Medium is the Message." Discuss it.
4. How to Find the Audience?

Q-5 Select the correct option from the following questions. (Two marks each) (14)

- 1 Who is known as the father of Indian Journalism?
(A) Mahatma Gandhi (B) James Augustus Hicky (C) Raja Ram Mohan Roy (D) B.R. Ambedkar
- 2 Which of the following is a 'New Media' platform?
(A) Radio (B) Newspaper (C) Instagram (D) Television
- 3 The process of decoding a message is done by:
(A) Sender (B) Channel (C) Receiver (D) Noise
- 4 'Udant Martand' was the first newspaper in which language?
(A) Gujarati (B) Hindi (C) Marathi (D) English
- 5 Mass Communication requires the use of:
Only signs (B) A medium/technology (C) No feedback (D) Single person
- 6 The term 'Fourth Estate' refers to:
(A) Judiciary (B) Executive (C) Press/Media (D) Legislature
- 7 Direct face-to-face communication is an example of:
(A) Mass Comm. (B) Interpersonal Comm. (C) Global Comm. (D) Group Comm.
