

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2018**

**Course: Communication Theories**  
**Programme: BBA MM**  
**Time: 03 hrs.**  
**Instructions:**

**Semester: III**  
**CC: HUMN2003**  
**Max. Marks: 100**

**SECTION A**

S. No.		Marks	CO
Q 1	<b>Multiple Choice Questions. Each question carries 2 marks</b>		
	<p>A. Newcomb's model of communication is</p> <ul style="list-style-type: none"><li>a) Linear</li><li>b) Oval</li><li>c) Rectangular</li><li>d) Triangle</li></ul> <p>B. According to Authoritarian Theory which is supreme</p> <ul style="list-style-type: none"><li>a) Media</li><li>b) Audience</li><li>c) State</li><li>d) All of the above</li></ul> <p>C. The concept of noise in communication was introduced by</p> <ul style="list-style-type: none"><li>a) Harold Lasswell</li><li>b) Shannon-Weaver</li><li>c) Westley and MacLean</li><li>d) Schramm</li></ul> <p>D. The Gratification Theory says that the people</p> <ul style="list-style-type: none"><li>a) Use media selectively to satisfy their needs.</li><li>b) Are always used by mass media.</li><li>c) Have no use of media in their daily life</li><li>d) None of the above.</li></ul> <p>E. Which is not the one of the six Normative Theories of Communication</p> <ul style="list-style-type: none"><li>a) Authoritarian Theory</li></ul>	<b>2X5=10</b>	<b>CO1 ,2</b>

	<ul style="list-style-type: none"> <li>b) Free Press Theory</li> <li>c) Social Responsibility Theory</li> <li>d) Hypodermic needle or Bullet theory</li> </ul>		
<b>SECTION B</b>			
Q 2	<b>Say whether statement is True or False. Each statement carries 1 marks</b>		
	<ul style="list-style-type: none"> <li>A. According to is Nora Quebel is Development Communication an Art.</li> <li>B. Is need analysis a part of BCC?</li> <li>C. For development communication channels are categorized as either interpersonnel or mass media in nature.</li> <li>D. Mass media is often seen as an agent of reinforcement than of change.</li> <li>E. The flow of message tends to be two way in mass media.</li> <li>F. Communication through mass media has advantage of low cost and high speed in reaching large audience in rural communication.</li> <li>G. Does mass media involves face to face interaction between the source and the receiver.</li> <li>H. Cultivation Theory says repeated exposure to mass media for long period of time makes the audience adopt the idea propagated.</li> <li>I. Two-step flow theory does not diminishes the direct and original influence of mass media.</li> <li>J. All India Radio and Doordarshan has no role in ICE.</li> </ul>	<b>1X10=10</b>	
<b>SECTION-C</b>			
Q 3	<b>Write short notes on any four. Each question carries 5 marks</b>		
	<ul style="list-style-type: none"> <li>A) UNESCO</li> <li>B) DAVP</li> <li>C) Hypodermic or Bullet Theory</li> <li>D) Development Communication is art and science, describe</li> <li>E) Planning Commission/ NITI Aayog</li> <li>F) Prasar Bharati</li> </ul>	<b>(5x4=20)</b>	<b>CO2 ,3</b>
<b>SECTION-D</b>			
Q 4	<b>Answer in details any four questions. Each question carries 15 marks</b>	<b>15X4=60</b>	
	<ul style="list-style-type: none"> <li>A) What do you understand by development communication? What are its aspects? Define the role of the media in development communication.</li> <li>B) What is ICE? What are its key strategies? What is the role of selection of media in ICE?</li> <li>C) What do you understand by Behavioural Change Communication? What are its benefits? What are the steps for successful and systematic implementation of BCC programme?</li> </ul>		<b>CO3 ,4.5</b>

	<p>D) Devise an ICE strategy for creating awareness on changing the habit of open defecation among villager, keeping UNESCO guidelines in mind.</p> <p>E) What are the three approaches identified in relating communication to development?</p> <p>F) What are the 10 points critical for preparing a communications strategy for development? Give a brief on UNESCO guidelines for identifying communication needs and resources of a country for development.</p>		