

Communication Skills III

Instructions:

- 1. Attempt all questions.**
- 2. Maximum Marks 40.**
- 3. Time: 2 hrs**

Q.1.a. Define Mass Communication and discuss any one process in detail.

OR (15)

Q.1.b. Discuss in detail the positive and negative effects of mass communications.

Q.2.a. Write a report on demonetization and its effect on common people.

OR (10)

Q.2.b. Prepare a report on the impact of global warming on the cities situated on the seashores.

Q.3. Write a short note on **any three**: (15)

- a. Functions of Mass Communications.
 - b. Importance of an audience in mass communication.
 - c. Mass media and its impact on children.
 - d. Types of mass communications
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