

Seat No. : \_\_\_\_\_

**AC2-28**

**April -2018**

**4<sup>th</sup> Year M.Sc., (CA & IT) Integrated Sem.-VIII**

**Mass Communication**

**Time : 2 Hours]**

**[Max. Marks : 50**

1. What do you mean by mass communication ? Explain different features of mass communication. **10**

2. Write a note on social media and mass communication. **10**

**OR**

Which are the six main characteristics of new media ? Discuss.

3. Explain the classification of advertising. Give the basis of distinguishing advertising. **10**

4. “Advertising appeals primary exist in all advertisings to reach out to customers.” Justify the statement with examples. **10**

**OR**

Define ‘Corporate Social Responsibility’. What CSR activities can be undertaken by companies that are environmental friendly and socially acceptable ?

5. Write short notes on any **two** from the following : **10**

- (1) Make a distinction between 'Product Brand Image' and 'Corporate Identity'.
  - (2) ‘Special Interest Publications’
  - (3) ‘Fear Appeal’ in Advertising.
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