K25FY4567 Pages: 1 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg) Examination November 2025

KU1DSCJMC105 - FOUNDATIONS OF MASS MEDIA

2025 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. List the main people working behind a film
2. Define cinema
3. Describe the strengths of radio as a medium
4. Tabulate any three weak points or problems faced by television
5. Examine the meaning of immediacy of television
6. Examine as to how jargon creates confusion
7. Explain cognitive barriers
8. Define rating

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Assemble various types of print media and its features
10. Rearrange the characteristics of print media
11. Integrate the educational and entertainment functions of television
12. Integrate any three common barriers into effective communication in mass media
13. Integrate the gate keeping function of media in today's environment
14. Rearrange democratic and social functions of mass media

Section C

Answer any 2 questions. Each carry 14 marks.

15. Assess the key elements of the communication process
16. Articulate on the definition of communication and its importance in personal and professional settings.
17. Predict the methods a leader or manager can use to overcome physical,emotional and psychological barriers in workplace communication.