

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, January 2021

Course: Introduction to Communication
Program: BJMC/ BA Digital & Mass Media
Course Code: SMBA 1003

Semester: I
Time 03 hrs.
Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	The five characteristics of New Media are _____, _____, _____, _____ & _____	CO3
Q2	State any 5 of the 7 C's of Communication 1) 2) 3) 4) 5)	CO4
Q3	The four forms of Participatory Culture Include _____, _____, _____, _____	CO3
Q4	Five theories that assume the receiver of a message to be passive in nature, are _____, _____, _____, _____, _____	CO2
Q5	Impact of New Media is being seen in different industries via its application. Some of those industries are _____, _____, _____, _____, & _____	CO1
Q6	I wish to speak with 'X' but I am unable to put across my message when we communicate. What could be the possible issues? _____, _____, _____, _____, & _____	CO3

SECTION B

- 1. Each question will carry 10 marks**
- 2. Instruction: Write short / brief notes**

Q 1	Explain the: Origin, Meaning, Function, Criticism and one example of application for both the a) Development Communication Theory & b) Multi – Step Flow Theory	CO1
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Q 2	Differentiate with example, Online & Public Activism. Also, state, as per you, which one is better and why. OR Gendered issues have had a space to flourish because of Media Activism. Elaborate.	CO1
Q 3	Community Radio is an example of Participatory Culture. Keeping in context the Uses and Gratification Theory a) Identify a medium that you use regularly (and why) that also can be an example of participatory culture b) What are its characteristics that differentiate it from other mediums of communication.	CO2
Q 4	Write short notes on ANY TWO out of the following (Kindly mention in your answer sheet which two topics are you choosing) - Hactivism - Media as Public Good - Theatre of the Oppressed - Slacktivism	CO3
Q 5	Theories of communication are essential in understanding the foundations of the discourse 1) Why is it important to study theories? 2) What is one theory according to you, which is most prevalent in today's time and why? 3) Identify one Media Theory that would align with Henry Jenkins's idea of Participatory Culture	CO2
Section C		
1. Each Question carries 20 Marks. 2. Instruction: Write long answer.		
Q1	Write in details the key concepts around New Media and elaborate with examples its contemporary application in three industries of your choice.	CO2