



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2019)

School: School of Film & Media

Program: BBA Media & Communication

Course: Public Relations

Course Code: MAC 204

Semester: III

Max Marks: 20

Duration (mins): Jury

Based on the book Mass Communication in India, By, Dr. Keval J. Kumar the following question to be prepared.

Q: What are the various forms of mass communication?

Q: What are the various tools of mass communication?

Q: How is mass communication different from other forms of communication?

Q: What do you mean by model? Discuss the criteria of evolution of models.

Q: Discuss the significance of media theories.

Q: Give an overview of development of mass communication theories in twentieth century.

Q: Distinguish between public opinion and PR?

Q: What are the various functions of PRO?

Course: Public Relations

Faculty name: Sadiya Samdani

Assignment: Mass Communication in India, Book

Learning outcome: Students will be able to communicate to diverse audiences in a variety of contexts and genres.

Nature of assignment: Jury

Date of Jury: 12/12/2019

Assignment deadline: 09/09/2019

Instructions: (It denotes the step by step of assignment as well as its submission guidelines)

- 1) Students will demonstrate advanced critical thinking skills, inclusive of information literacy across a range of print and electronic genres.
- 2) Students will demonstrate sophisticated rhetorical abilities and rhetorical flexibility.
- 3) Students will be able to communicate to diverse audiences in a variety of contexts and genres.
- 4) Students will be prepared for a wide range of writing-related careers.
- 5) Students will have the ability to use, analyze, and learn communication technologies.
- 6) Students will develop exceptional textual, visual, and verbal communication abilities.

Name of the Faculty: Sadiya Samdani

Designation: Assistant Professor

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*****ALL THE BEST*****