

Total No. of Questions : 4]

SEAT No. :

PE-2759

[Total No. of Pages : 2

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F.Y.B.A. (OE)

OE-H-101 : ENGLISH

Mass Communication Through English - I
(2024 Credit Pattern) (Semester - I)

Time : 2 Hours]

[Max. Marks : 30

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Attempt any five of the following in one sentence each :

[5]

- a) Name one key aspect of mass communication.
- b) How does feedback affect mass communication?
- c) Who acts as the source in mass communication?
- d) How can a writer make an article engaging?
- e) Which part of a news report gives the most important details?
- f) Name one important feature of a good advertisement.
- g) In what way is a manual different from a brochure?

Q2) Write short notes on any two of the following in about 100 words each:

[8]

- a) Write a short note on the cultural aspect of mass communication.
- b) Explain in brief the role of channel in mass communication.
- c) State and explain the major functions of mass communication.

Q3) Attempt any one of the following in about 150 words :

[7]

- a) Write a news paper report on "Blood Donation Camp" organized in your college.
- b) Explain the steps involved in planning and drafting a good article.

P.T.O.

Q4) Attempt any one of the following in about 200 words :

[10]

- a) Prepare a creative display advertisement for a coaching centre promoting crash courses for competitive exams.
- b) Describe the process of mass communication and explain the role of sender, message, channel, receiver and feedback in it.



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