

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION, DECEMBER 2016; AFFILIATED COLLEGES
MASS COMMUNICATION; BA (BS)-352
BBA – II**

Date: December 22, 2016

Max Time: 3 Hrs

Max Marks: 60

INSTRUCTIONS:

- 1. Attempt any 5 questions. Do not write anything on the question paper.**
- 2. Return question paper along with answer script, without question paper you answer script will not be assessed.**
- 3. Mobile phone(s) or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q1: What are the elements of Mass Communication process? Give answer with example.

Q2: Explain the following with examples.

- | | |
|--------------------------------|--------------------------------|
| a) Intrapersonal communication | b) Interpersonal communication |
| c) Mass communication | d) Verbal communication |

Q3: What do you understand by?

- | | | |
|---------------------------------|------------------|------------------|
| a) Internal and External People | b) News Agencies | c) Advertisement |
|---------------------------------|------------------|------------------|

Q4: Write a letter to any newspaper editor on Traffic problems in Karachi.

Q5: Define and describe the different types of mass communication.

Q6: Explain the process of communication.

Q7: Explain the importance of public relationship.

END OF EXAM PAPER