

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
FIRST SEMESTER
Sub: Communication Theory and Practices
(MAMC 22-101 / MADPR 22-101)

Date: 16/12/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What is Hypodermic Needle Theory? Explain with help of an example.

OR

B) What are the barriers of communication?

Q. 2. Write short notes. (Any Three) (15)

- 1) Three stages of interpersonal communication
- 2) Authoritarian Theory
- 3) Self Image
- 4) Mass Line Communication

Q. 3. Open Ended Question (10)

Explain the importance of Mass Communication in our society. Illustrate your views with reference to the uses of Mass Media in India.
