**Department of Library & information Science**

**THE ISLAMIA UNIVERSITY OF BAHAWALPUR**

**BS- Library &Information Science. 2nd Semester**

**Final Term Exams**

Course Title: **Introduction** **to** **Mass Communication** Course Code:**LISc-00204**

Instructor Name: **Ms. Aiman Badar**

Total Marks: **50**

Name: Roll No.

**Q. No. 1 Select the most suitable answer from the following choices. (20 marks)**

1. \_\_\_\_\_\_ have an organizing function.
2. Models b) Formula c) Communication d) Elements
3. David K Berlo presented \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) Propaganda b) SMCR Model c) Communication d) Criticism

1. Communication is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_process.

a) Interesting b) Slow c) Incomplete d) Dynamic

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ worked in Bell telephone Laboratory.

a) Weaver b) Lasswell c) Braddock d) Shannon

1. The signal should be adapted to the channel leading to the receiver.

a) Source b) noise c) channel d) message

1. \_\_\_\_\_\_\_\_\_\_ is the interference which may occur in the process of communication.

a) Noise b) cables c) signals d) source

1. Communication is not always \_\_\_\_\_\_\_\_\_\_.

a) Clear b) complete c) direct d) true

1. Harold Lasswell defined \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Population b) Politics c) Propaganda d) Communication
3. Psychological Warfare developed in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ century.

a) 20th b) 19th c) 21st d) None of them

1. De Fleur added \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to Shannon & Weaver Model.

a) Channel b) noise c) Feedback d) Source

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is used before war to deter fighting.

a) Propaganda b) Communication Model c) Fatigue d) Discomfort

1. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & will to fight are two fundamental elements of war.

a) Power b) Ability c) Population d) Ammunition

1. Propaganda is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ term.

a) English b) Latin c) French d) Technical

1. Models provide information in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_way.

a) Difficult b) Simplified c) Complicated d) Suspicious

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ produces a messages or chain or messages to be communicated.

a) Transmitter b) Destination c) Information Source d) Receiver

1. De Fleur adds another set of components to the original Shannon & Weaver model to show how the source gets its \_\_\_\_\_\_\_\_\_\_\_.

a) Result b) Feedback c) Destination d) Channel

1. \_\_\_\_\_\_\_\_ means there are many signals in the same channel at the same time.

a) Communication b) Noise c) Message d) Sound

1. \_\_\_\_\_\_\_ use traditional and simple approach for propaganda.

a) Testimonial b) Transfer c) Plain folks d) Card stacking.

1. Propaganda may take \_\_\_\_\_\_\_\_\_\_ form.

a) Spoken &written b) Pictorial c) Musical d) All a,b,c

1. Functional models describe systems in terms of

a) Energy b) Forces c) Directions d) All a,b,c

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Instructor Name: **Ms. Aiman Badar**

Name: Roll No.

**Short Questions (14 marks)**

1. **What is a model?**
2. **What do you know about SMCR model?**
3. **What is meant by the term “noise” in Shannon &Weaver model?**
4. **What is the importance of feedback for the source?**
5. **What are two roads to victory?**
6. **What is more important than will to fight?**
7. **Who are the non-combatant part of population?**

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**Attempt the following question in detail: (16 marks)**

**Q. Give comparison between Shannon & Weaver model and Osgood &Schramm model.**

**Q. What do you know about Lasswell formula?**

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Total Marks: **16**

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**Attempt the following question in detail:**

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**Q. What do you know about Lasswell formula?**