

## **BMM Internal questions for Semester I ATKT students**

### **Effective Communication I**

#### **Roll No. 1046**

1. How is general communication different from technical communication?
2. What distinguishes primary stress from secondary stress?
3. Mention briefly the various types of listeners.
4. What is a 'logic bubble'?
5. Discuss the challenges translators face.

### **Foundation Course I**

#### **Roll No. 1023**

- 1) Explain the characteristics of people living in rural areas.
- 2) Explain the various ill effects of caste system in India.
- 3) Discuss various types of violence against women in India.
- 4) Explain schemes by government to solve the problems of declining sex ratio.
- 5) Explain class system in India.

#### **Roll No. 1036**

- 1) Explain multi-party system.
- 2) Explain the types of Social Stratification in India.
- 3) Explain influence of western culture in Indian society.
- 4) Explain corruption in politics.
- 5) Explain reservation in India.

#### **Roll No. 1109**

- 1) Explain the various Socio Economic problems faced by women in India.
- 2) Explain the concept of diversity in India.
- 3) Discuss various causes of violence against women in India.
- 4) Explain portrayal of women in India.
- 5) Explain causes of child labour in India.

### **Fundamentals of Mass Communication**

#### **Roll No. 1036**

1. Discuss the process of communication with any reference to any mass media?
2. Explain the examples of Gate keeping model?
3. What are the challenges of Mass Media today?
4. What is the difference between public relation and advertising?
5. What is information super high way and information economy?

## **Visual Communication**

### **Roll No. 1036**

1. What are the advantages and disadvantages of visual communication?
2. What are visible and invisible concepts?
3. What are sensual theories?
4. What is Gestalt psychology?
5. What is constructivism theory and ecological theory?

### **Roll No. 1040**

1. What are perceptual theories?
2. Distinguish between sensual theories and perceptual theories.
3. What are colour theories? What is colour temperature?
4. What are the types of colour schemes?
5. What are the types of colour schemes?