



*Sambath*

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**Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12 B  
Coimbatore-641 043, Tamil Nadu, India  
Continuous Internal Assessment I - February 2026  
SEMESTER VI**

**Class: III UG  
Major: BCOM, BCOM CA, BCOM CA, BCOM CS, BBA RM**

**Time: 2 hours  
Maximum Marks: 60**

**23BENGE4- Media and Communication Skills**

**Course Outcomes:**

At the end of the course, students will:

1. Develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
2. Demonstrate practical skills of various types of media writing, reviews, reports, programmes and discussions.
3. Demonstrate their familiarity with the new media, its techniques, practices of social media and hypermedia.
4. Critically analyze the ways in which the media reflects, represents and influences the contemporary world.
5. Identify avenues for a career in print and electronic media.

**PART A**

**6x1=6**

**Choose the Correct Answer**

1. Mass Communication primarily involves communication with \_\_\_\_\_ **CO1 K1**  
a) One individual b) A small group c) A large heterogeneous audience d) A closed community
2. Globalization in media refers to \_\_\_\_\_ **CO1K2**  
a) Local circulation of news b) Government control of media  
c) Worldwide flow of information and content d) Personal communication
3. Which of the following is a form of Mass Communication? **CO1 K1**  
a) Telephone b) Letter writing c) Television d) Face-to-face conversation
4. Advertising ethics mainly deals with \_\_\_\_\_ **CO2 K2**  
a) Profit maximization b) Creativity alone c) Moral principles in advertising practices  
d) Audience manipulation
5. A storyboard is best described as \_\_\_\_\_ **CO2 K1**  
a) A written advertisement b) A legal document c) A visual plan of an advertisement or film  
d) A radio script
6. Which type of advertisement promotes social awareness? **CO2 K3**  
a) Commercial advertisement b) Political advertisement c) Public Service Advertisement  
d) Classified advertisement

**PART B**

**3x6=18**

**Answer All Questions**

7. (a) Explain the concept of Mass Communication and its significance in modern society. **CO1 K2**  
OR
7. (b) Discuss the impact of globalization on Mass Communication. **CO1 K2**
8. (a) Describe the different types of advertisements with suitable examples. **CO2 K3**  
OR
8. (b) Explain the Global Village concept. **CO2 K2**
9. (a) Explain the process of script writing for TV and Radio. **CO3 K3**  
OR
9. (b) Discuss the models of communication. **CO3 K4**

**PART C**

**3x12=36**

**Answer All Questions**

10. (a) Write how Mass Communication influences society and culture. **CO1 K2**  
OR
10. (b) Evaluate the role of media globalization in shaping public opinion. **CO1 K3**
11. (a) Explain Economic and Technological globalization. **CO2 K2**  
OR
11. (b) Critically explain the ethical issues in advertising practices. **CO2 K2**
12. (a) Discuss the importance of media writing in news reports and editorials. **CO3 K2**  
OR
12. (b) Explain the theories of mass communication. **CO3 K2**