

- (d) Types of advertisement
- (e) Mass media and cultural development
- (f) Moser's approach to gender and development
- (g) Shannon and Weaver's model of communication

3. Answer any *four* questions of the following
(within 500 words each) : $14 \times 4 = 56$

- (a) Define mass communication. Discuss the functions of mass communication. $4 + 10 = 14$
- (b) What do you mean by journalism? Enumerate the qualities that have to be acquired by a journalist from your own perspectives. $2 + 12 = 14$
- (c) Critically discuss any two theories of mass communication. $7 + 7 = 14$
- (d) Discuss the mass media effects and its uses as a mass communication process. 14
- (e) Discuss the role of mass communication in education. 14
- (f) What is advertisement? Write an essay on history of advertisement. $4 + 10 = 14$
- (g) Discuss the role of mass media in social change. 14

5 SEM TDC ECO M 4

2021

(March)

ECONOMICS

(Major)

Course : 504

(Monetary Theory and Financial Market)

Full Marks : 80

Pass Marks : 32/24

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct option/Answer from the following : $1 \times 8 = 8$

- (a) Which of the following statements is true for cash balance approach?
 - (i) Considers both transaction function and store of value function of money
 - (ii) Considers only transaction function of money