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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015

Second Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—INTRODUCTION TO COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer each of the following in a sentence or two. Each question carries 1 mark.

Answer *all* questions from this Part.

1. What is communication ?
2. What is feedback ?
3. What is channel ?
4. What is 'noise' ?
5. Define encoding and decoding.
6. What are verbal and non-verbal messages ?
7. State the importance of effect in a communication situation.
8. What is Kinesics ?
9. How do messages disseminate in communication ?
10. What is vocalics ?

(10 × 1 = 10)

Part B

Answer any *eight* of the following each in a paragraph. Each question carries 2 marks.

11. Lasswell formula.
12. Why the second stage of communication is called the Age of Signals ?
13. What are the different types of noise involved in a communication process ?
14. Group communication.
15. What are telephone manners ?
16. Roles and functions in a group discussion.
17. Sadharanikaran and Indian communication theory.
18. Sahridaya and Indian communication theory.
19. Berlo and Western communication theory.

Turn over

20. Communication and culture.
21. Audio-visual aids.
22. Symbolic communication.

(8 × 2 = 16)

Part C

Answer any *six* of the following each in about 100 words. Each question carries 4 marks.

23. Of several definitions of communication, which one is more agreeable to you? Give reasons.
24. Barriers to communication.
25. Is it necessary to perform non-verbal communication in our daily life? Elaborate your views.
26. Society and mass media are inter-locked. Discuss.
27. Pictorial communication.
28. What is the importance of body language in communication?
29. Animal communication.
30. Aristotle's concept of communication.
31. What is Devito's definition on communication?

(6 × 4 = 24)

Part D

Answer any *two* of the following each in about 300 words. Each question carries 15 marks.

32. Write an essay on the evolution of communication.
33. Write an essay on the influence of technology on communication.
34. How far does western communication theories differ from Indian communication theories?
35. "Communication technologies are waves which hit our society for radical changes". Evaluate this statement with reference to waves of communication.

(2 × 15 = 30)