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(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2017

Second Semester

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

Core Course—INTRODUCTION TO COMMUNICATION

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Answer each of the following in a sentence or two.

Each question carries 1 mark.

1. What is Verbal Communication ?
2. What is Mass Communication ?
3. What is "gesture" ?
4. What is group discussion ?
5. What are interpersonal skills ?
6. What is speech mannerism ?
7. What is the role of body language in communication ?
8. What is "noise" ?
9. What is "barrier" ?
10. What is "posture" ?

(10 × 1 = 10)

Part B

Answer any eight of the following each in a paragraph

Each question carries 2 marks.

11. What is vocalics ?
12. How do message disseminate in communication ?
13. What is decoding ?
14. What is channel ?
15. What is feedback ?
16. What is "bhava" theory ?
17. What is "Sadharanikaran" theory ?

Turn over

18. What is Sahridaya theory ?
19. Write a short note on the need for communication.
20. What is the role of personal appearance in an interview ?
21. What is the structure of a presentation ?
22. What are effective communication skills ?

(8 × 2 = 16)

Part C

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

23. What are the various definitions of communication ?
24. What are "soft skills" in communication ?
25. What is the role of voice projection in communication ?
26. What is the role of "sender" in communication ?
27. What is power point projection ?
28. What are interview skills ?
29. What is interaction ?
30. What is the role of non-verbal communication in our daily life ?
31. Write a short note on Berlo's contributions.

(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 new information technologies.
34. Write an essay on western communication theories.
35. Society and mass media are interlocked. Discuss.

(2 × 15 = 30)