

E 2270

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018

Second Semester

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

Core Course—INTRODUCTION TO COMMUNICATION

(2013 to 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer all the questions each in a sentence or two.
Each question carries 1 mark.*

1. What is non-verbal communication ?
2. What is gesticulation ?
3. What is informal communication ?
4. What is Mass Communication ?
5. What is Interpersonal Communication ?
6. What is Network Communication ?
7. What is upward pathway of communication ?
8. What is animal communication ?
9. What are the two ends of a communication process ?
10. What is an overhead projector ?

(10 × 1 = 10)

Part B

*Answer any eight of the following each in a paragraph of 60 words.
Each question carries 2 marks.*

11. What is sign language ?
12. What are the barriers to communication ?
13. What is topic-based group discussion ?
14. What are telephone manners ?
15. What are the keys to be successful in group dynamics ?
16. What are the stages in an interview ?
17. What is the structure of a presentation ?
18. What is the role of gestures in communication ?

Turn over

19. What are the different types of visuals ?
20. What is e-mail ?
21. What is the role of internet in communication ?
22. What is skimming ?

(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 main elements of communication ?
24. Write a short note on communication through the five senses.
25. What are Laswell's theory of communication ?
26. What are the methods to overcome communication barriers ?
27. Write a short note on culture and communication.
28. Write a short note on the influence of technology on communication.
29. What are Wilbur Schramm's contribution to communication ?
30. What are Berlo's contribution to communication ?
31. Write a short note on communication through the social media.

(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 Indian Communication theories.
33. What are the various types of communication in organisations.
34. Write an essay on Group Discussion and its role in the field of communication.
35. Write an essay on the various types of audio-visual aids used in communication.

(2 × 15 = 30)