

18103071

(Pages : 2)

Reg. No.....

Name.....

**B.A. DEGREE (C.B.C.S.) EXAMINATION, JUNE 2018**

**Second Semester**

B.A. English Literature and Communication Studies – Model III (Double Main)

Core Course – EN 2CRT 05 – INTRODUCTION TO COMMUNICATION

[2017 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer any ten of the following.*

*Each question carries 2 marks.*

1. Define Communication.
2. Intrapersonal Communication.
3. Informal Communication.
4. Phatic Stage.
5. What is Channel?
6. What is meant by barriers to communication?
7. What is noise?
8. What is meant by para language?
9. What is meant by 'Sadharanikaran'?
10. What is feedback?
11. What is encoding and decoding?
12. Upward and downward communication.

(10 × 2 = 20 marks)

**Part B**

*Answer any six of the following.*

*Each question carries 5 marks.*

13. Write note on the importance of Communication in human life.
14. List out various types of Non-verbal Communication.
15. Explain types of Communication.
16. What is Public Communication?
17. Explain physical barriers to communication.

**Turn over**

18. Participatory Communication – Comment.
19. Explain Communication Theories of Lasswell and Shramm.
20. What is meant by Development Communication?
21. Write note on Folk Media.

(6 × 5 = 30 marks)

**Part C**

*Answer any two of the following questions.*

*Each question carries 15 marks.*

22. Explain 7C's of Communication.
23. Explain function of Communication.
24. How would you plan and conduct an interview?
25. Explain barriers to Communication.

(2 × 15 = 30 marks)