

QP CODE: 19101768



Reg No : 6812

Name : Anulakshmi

B A DEGREE (CBCS) EXAMINATION, MAY 2019

Second Semester

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

Core Course - EN2CRT05 - INTRODUCTION TO COMMUNICATION

2017 ADMISSION ONWARDS

C81C1B35

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

1. Marshall Mc Luhan
2. Channels in mass communication
3. Explain the process of communication.
4. Proxemis
5. Symbolic Communication
6. Communication through ears
7. Development Communication
8. Osgood and Schramm
9. Sarani
10. Audio visual aids in communication
11. Telephonic communication
12. Hard skills

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Why is feedback considered important in communication?
14. Discuss how cultural barriers in communication affects our daily life.





- ✓15. Explain communication through body language
16. Explain pictorial communication.
17. Explain Aristotle's model of communication.
- ✓18. Explain Laswell's model of communication.
- ✓19. Explain Shannon and Weaver's model of communication.
- ✓20. Explain SMCR model of communication.
- ✓21. Compare formal and informal communication.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Write an essay on the four waves of communication.
- ✓23. Explain verbal and non verbal communication and its sub categories.
- ✓24. Explain any three western models of communication.
25. 'Culture and Communication are intertwined'. Discuss.

(2×15=30)

