



21103188

QP CODE: 21103188

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
DECEMBER 2021  
Second Semester**

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

**Core Course - EN2CRT05 - INTRODUCTION TO COMMUNICATION**

2017 ADMISSION ONWARDS

54F75DB4

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is group communication?
2. Cultural barriers
3. What is first wave of communication?
4. Pictorial Communication
5. Symbolic Communication
6. Paralanguage
7. Aristotle
8. Harold D Laswell
9. Prapaka
10. Upward communication
11. Audio visual aids in communication
12. What is group dynamics?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the need and importance of communication.
14. Explain the role of receiver in communication.
15. Explain communication through gestures.
16. How does space affect communication?
17. Briefly explain the western theories of communication.
18. Explain Shannon and Weaver's model of communication.
19. Explain Osgood and Schramm's model of communication.
20. Explain SMCR model of communication.
21. Discuss the importance of interviews in organisational communication.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Write an essay on the history and evolution of communication.
23. Explain verbal and non verbal communication and its sub categories.
24. Explain any three western models of communication.
25. Discuss how media influence the functioning of today's society.

(2×15=30)

