



22103148

QP CODE: 22103148

Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2022**

Second Semester

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

Core Course - EN2CRT05 - INTRODUCTION TO COMMUNICATION

2017 ADMISSION ONWARDS

6BED1B9F

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Channels in mass communication
2. What are the elements of Communication?
3. Petroglyphs
4. Kinesics
5. Proxemis
6. Symbolic Communication
7. What is a model of communication?
8. Aristotle
9. Rasaswadana
10. Upward communication
11. Conferences
12. Soft skills

(10×2=20)

Part B





*Answer any **six** questions.
Each question carries **5** marks.*

13. Explain the different types of communication.
14. Explain physical barriers with examples.
15. Explain pictorial communication.
16. Explain communication through five senses.
17. Explain Laswell's model 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. How does audio visual aids improve organisational communication?

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

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

(2×15=30)

