

19103197



Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2019

First Semester

B.A. Multimedia/B.A. Visual Communication

Core Course—MTICRT02—INTRODUCTION TO COMMUNICATION

(2017 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

*Write short note, answer any **ten** of the following.*

Each question carries 2 marks.

1. Mass Communication.
2. Verbal Communication.
3. Semantic barrier in Communication.
4. Need for Communication.
5. Interpersonal Communication.
6. Channels of Communication.
7. Dysfunction of Communication.
8. Psychological barriers in Communication.
9. Kinesics.
10. Formal and Informal Communication.
11. Public opinion.
12. Culture and Society.

(10 × 2 = 20)

Part B

*Write short essays, answer any **six** of the following.*

Each question carries 5 marks.

13. Media Convergence.
14. Gate Keeping.

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15. Flow theories.
16. Explain 7C's of Communication.
17. Characteristics of Mass Communication.
18. Narcosis Theory.
19. Effect of Media violence on Society.
20. Elements of Communication.
21. Explain different types of Communication.

(6 × 5 = 30)

Part C

*Answer any **two** of the following.
Each question carries 15 marks.*

22. Define Communication and its various elements.
23. Explain different barriers involved in Communication.
24. Explain various types of Communication.
25. Explain functions of Mass Communication.

(2 × 15 = 30)

