

Library

21102597



Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, OCTOBER 2021

First Semester

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

Core Course—MT 1CR T02—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. Define Communication.
2. Formal Communication.
3. Mass Communication.
4. What is meant by Mass media ?
5. Brain Storming.
6. Print Media.
7. Folk Media.
8. WWW.
9. Public Speaking.
10. Written Communication.
11. Social Media.
12. Multi-Media.

(10 × 2 = 20)

Turn over





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Part B

Write Short Essays.

*Answer any **six** of the following.*

Each question carries 5 marks.

13. Objectives of communication.
14. Communication Models.
15. Give any five forms of communication.
16. How to organize the exhibition ?
17. How to plan to conduct Seminar ?
18. Skill Training.
19. Effective written communication.
20. Social Media.
21. Broadcasting.

(6 × 5 = 30)

Part C

Write Essays.

*Answer any **two** of the following.*

Each question carries 15 marks.

22. Elucidate the history of communication.
23. Describe the steps of role play.
24. Elaborate on various types of media communication.
25. Explain the merits and demerits of social media.

(2 × 15 = 30)

