



22102327

QP CODE: 22102327

Reg No : .....

Name : .....

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

**First Semester**

**Core Course - MT1CRT02 - INTRODUCTION TO COMMUNICATION**

(Common to B.A Multimedia Model III, B.A. Visual Communication)

2017 Admission Onwards

76FF6960

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What is communication?
2. What are the basic functions of communication?
3. Give examples for various types of communication.
4. What do you mean by pshycological barriers of communication?
5. Write a short note on developmental communication.
6. What do you mean by Mass Media?
7. Write a short note on the influence of radio on common people.
8. What is the importance of exhibitions as a mass communication media?
9. Explain the role of Cinema as a main tool in influencing the people.
10. What do you mean by group communication?
11. Give any two examples of folk media.
12. Give examples of social media platforms created or headed by Indians

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. Explain in detail the need for communication.
14. Explain the different types of Non verbal communication.
15. Give a detailed description on selective exposure, perception and retention theory.
16. Give short note on Aristotile's Rhetoric Model.
17. Explain Osgood's communication model.
18. Explain the different types of groups.
19. Explain the present communication scenario as the tip of your figure decides your future.
20. Explain how we can use public speaking as an effective communication tool.
21. Explain the role of Bharata Muni in shaping the Indian communication models.

(6×5=30)

### Part C

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

22. Give a detailed description of the development of communication from prehistoric times to the age of virtual media.
23. Explain in detail the 7 C's of communication.
24. Analyse and explain the role of print media in educating the mass and its present reach as a major mass communication tool.
25. Explain the nature and characteristics of different types of communication with suitable examples.

(2×15=30)

