



QP CODE: 23104792



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023**

First Semester

Core Course - MT1CRT02 - INTRODUCTION TO COMMUNICATION

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

2017 Admission Onwards

4A6BF46C

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

Each question carries 2 marks.

1. Write any two objectives of communication.
2. Explain the need for Communication.
3. What do you mean by pshycological barriers of communication?
4. What is Haptics?
5. Give examples for the earliest means of communication.
6. What do you mean by 7 c's of communication?
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 mass communication?
11. Give any two examples of folk media.
12. Write a short note on fitrst malayalam newspaper.

(10×2=20)

Part B

*Answer any **six** questions.*

Each question carries 5 marks.





13. State the major functions of communication.
 14. Explain different types of communication.
 15. Explain the Paly theory in communication.
 16. Explain Laswell's communication model.
 17. Explain the various functions of mass communication.
 18. Explain the major elements that should be taken care of when communicating with a group.
 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 with examples of any three Social media issues faced by Indian society recently.
- (6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain in detail the role of developmental communication in the process of nation building.
 23. Explain the various circular models 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. Analyse and explain the Indian communication models and how Indian media use it effectively. Cite examples.
- (2×15=30)

