



23146836

QP CODE: 23146836

Reg No :

Name :

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

First Semester

Core Course - MT1CRT02 - INTRODUCTION TO COMMUNICATION

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

2017 Admission Onwards

63FA3442

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 different types of communication?
3. What do you mean by physical barriers of communication?
4. What do you mean by Non-Verbal communication?
5. Where did written communication originated?
6. What do you mean by 7 c's of communication?
7. Define Mass Audience.
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. Write a short note on Mass Culture.
11. What is Magic Bullet theory?
12. What do you mean by Sadharanikaran?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain in detail the process of communication.
14. Explain in detail how communication can be used as a tool for persuasion.
15. Explain the Paly theory in communication.
16. Give short note on Aristotile's Rhetoric Model.
17. Explain the various elements of mass communication.
18. Explain the different types of groups.
19. Explain the present communication scenario as the tip of your figure decides your future.
20. Written communication is considered as the most reliable medium of communication. Give your views and comments.
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. Folk media is still a very powerful medium to reach the rural mass. Explain with examples of using folk media to inform and educate the villages in India.
25. Explain the nature and charecteristics of different types of communication with suitable examples.

(2×15=30)

