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TH241075MINB

Reg. No.....

Name.....

FYUG PROGRAMME EXAMINATION, NOVEMBER 2024**(2024 Admission Regular)****SEMESTER I – MINOR B COURSE (COMMUNICATIVE ENGLISH)****CE1DSCB201B24 - INTRODUCTION TO COMMUNICATION****Time: 1.5 Hours****Maximum Marks: 50****PART A****I. Answer all questions (MCQ). Each question carries 1 mark**

Q.No:	QUESTIONS	CO	LEVEL
1.	Identify the difference between verbal and nonverbal communication. A) Verbal communication is limited, while nonverbal is unlimited B) Verbal communication is precise, while nonverbal is vague C) Verbal communication expresses thoughts, while nonverbal expresses feelings D) Verbal communication is formal, while nonverbal is informal	1	R
2.	Select the appropriate strategy which helps for the proper use of nonverbal cues in communication A) Focus on verbal messages only B) Use facial expressions and body language consistently C) Ignore audience feedback D) Use only written communication	1	R
3.	Paralanguage in nonverbal communication is A) Tone of voice and accent B) Body posture and gestures C) Facial expressions and eye contact D) Written communication	2	U
4.	The term for the study of body movements in nonverbal communication A) Kinesics B) Proxemics C) Paralanguage	1	R

	D) Facial expressions		
5.	Note down the significance of eye contact in nonverbal communication A) It indicates nervousness B) It conveys sincerity and friendliness C) It has no impact on communication D) It replaces verbal communication	2	U

(5x1=5)

II. Answer all questions in one word. Each question carries 1 mark

Q.No:	QUESTIONS	CO	LEVEL
6.	Identify one form of mass media.	1	U
7.	Describe a linguistic barrier that can cause confusion and exclude receivers from a conversation.	1	U
8.	Recall a technological tool that can bridge geographic distance in communication.	2	R
9.	Remember the primary purpose of team communication.	1	R
10.	Name one paid form of communication.	2	R

PART B

(5x1=5)

III. Answer any six questions in one paragraph. Each question carries 5 marks.

Q.No:	QUESTIONS	CO	LEVEL
11.	Discuss about the principles of nonverbal communication to improve interpersonal interactions.	2	U
12.	Describe paralanguage.	2	U
13.	Discuss the importance of group communication in decision-making processes.	4	U
14.	Analyze the differences between Classical and Human Relations Theories.	3	An

15.	Evaluate the types of small groups.	6	E
16.	Analyze the role of advertising in shaping public perceptions.	3	An
17.	Outline the importance of media literacy.	6	E
18.	Explain the role of technology in enhancing leadership communication.	3	An

(6x5=30)

PART C

IV. Answer any one question. The question carries 10 marks.

Q.No:	QUESTIONS	CO	LEVEL
19.	Explain about media's effect and influence on society.	6	An
20.	Discuss about different types of communication.	1	U

(1x10=10)

CO : Course Outcomes Level : R – Remember, U – Understand, Ap- Apply, An- Analyze, E- Evaluate, C- Create