

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025**  
**2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER II - CORE COURSE (English Literature and Communication Studies )**  
**CE2B05B18 - Introduction to Communication**

Time : 3 Hours

Maximum Marks : 80

**Part A****I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. Write a short note on Instagram.
2. Define communication with appropriate examples.
3. Define transpersonal communication.
4. Differentiate between fixed and semi-fixed spaces.
5. Describe the role of head in communication.
6. Explain the concept of global village.
7. Diffusion of Innovation theory was developed by \_\_\_\_\_ .
8. Who is the CEO of Alphabet?
9. Which film is India's official entry to the Oscars this year?
10. Mention any two radio stations with their frequencies.
11. Who is the CEO of Microsoft?
12. Who directed the film Jallikettu?

**Part B****II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. Explain the importance of feedback in a communication process.
14. Language acts as a barrier in communication. Comment.
15. Communication is a two-way process. Explain.
16. Enumerate the etiquette that you need to follow while you are having a conversation over telephone.
17. No oral communication can be effective without proper listening. Explain.
18. Criticize Berlo's SMCR model of Communication.
19. Exemplify Two-Step Flow theory.
20. Write short note on conference.
21. Communication is essential for business. Explain

**Part C****III. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

22. Technology in communication has certain positive and negative aspects. Discuss.
23. Write an essay on verbal and non-verbal communication with appropriate examples.
24. Write an essay on Indian communication theories.
25. Write an essay on the trend of online streaming among youth.