

**TB222150W**

**Reg. No : .....**

**Name : .....**

**B. A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**

**2022 Admissions Regular & 2021 Admissions Supplementary / Improvement And 2020, 2019 And 2018 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 note on Ministry of Information and Broadcasting.
2. List any two Indian newspapers.
3. Define mass culture.
4. Name any four Indian directors.
5. Describe the role of head in communication.
6. Name the co-founder and CEO of Facebook.
7. Mention any two radio stations with their frequencies.
8. What are the factors affecting Agenda Setting?
9. List the criticisms against Agenda Setting.
10. List any two sports channels.
11. Mention two children's magazines.
12. Who directed the film Jallikettu?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Explain the 7 C's of communication with examples.
14. Enumerate the main causes of information overload. Narrate certain ways to solve it.
15. Explain any five sender-oriented barriers in communication with appropriate examples.
16. Differentiate between speaking and listening by giving appropriate examples.
17. Explain the importance of layout and design in communication. How is the layout and interior decoration of library different from your personal study room?
18. What are the features of group discussion?
19. Criticize Berlo's SMCR model of Communication.
20. Write the impact of cinema on children.
21. Who are publics of an organisation?

**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. Describe the two types of communication based on the media used. Explain by giving adequate examples.

24. Write an essay on User's Gratification theory.

25. Social media is not media. The key is to listen, engage and build relationships. Explain.