

BACHELOR'S DEGREE EXAMINATION, OCTOBER 2025
2025 ADMISSIONS REGULAR
SEMESTER I - MAJOR (COMMUNICATIVE ENGLISH)
CE1DSCA01B24 - INTRODUCTION TO COMMUNICATION

Time : 1.5 Hours

Maximum Marks : 50

Part A

Answer all questions. Each question carries 1 mark. (1x10=10)

1. Define communication in simple terms. [CO1,Understand]
2. Explain your own words how communication barriers influence teamwork and understanding among team members. [CO2,Understand]
3. Explain in your own words why feedback is important in leadership communication. [CO2,Understand]
4. Explain the main idea of one organizational communication theory in your own words. [CO2,Understand]
5. Describe in your own words the role of public relations within media studies. [CO3,Understand]
6. Explain one criticism of the Hypodermic Needle Theory. [CO3,Understand]
7. Explain the main idea of the Two-Step Flow Theory in your own words. [CO3,Understand]
8. Explain two media message with an example. [CO4,Understand]
9. Discuss the importance to ask who created a media message. [CO4,Understand]
10. Explain one way media messages can influence public opinion with example [CO4,Understand]

Part B

Answer any 2 questions from the bunch of CO2. Each question carries 5 mark. (5x2=10)

11. Discuss the importance of negotiation in resolving disputes. [CO2,Understand]
12. Explain how active listening helps in conflict resolution. [CO2,Understand]
13. Explain in your own words the main differences between cultural theory and structural theory with suitable examples. [CO2,Understand]

Part B

Answer any 2 questions from the bunch of CO3. Each question carries 5 mark. (5x2=10)

14. Describe the functions of mass communication. [CO3,Analyse]
15. Analyse how biased reporting in news reflects the Agenda-Setting Theory. [CO3,Analyse]
16. Describe how media messages can reflect or exclude certain values or lifestyles. [CO3,Understand]

Part B

Answer any 2 questions from the bunch of CO4. Each question carries 5 mark. (5x2=10)

17. Compare ethical and unethical media practices with real-life examples. [CO4,Analyse]
18. Describe how media messages can reflect or exclude certain values or lifestyles. [CO4,Understand]
19. Describe four types of media messages and provide real life examples. [CO4,Understand]

Part C

Answer any 1 question from the bunch of CO1. Each question carries 10 mark.

(10x1=10)

20. Illustrate with examples how interpersonal communication skills can be used to develop and maintain long-term relationships.

[CO1,Apply]

21. Explain body language as non-verbal communication..

[CO1,Understand]