

TB142120B

Reg.No.....

Name.....

**B.A.DEGREE (CBCSS) EXAMINATION, APRIL 2015
SECOND SEMESTER - CORE COURSE (COMMUNICATIVE ENGLISH)
CE2IC - INTRODUCTION TO COMMUNICATION**

Time: 3 Hours

Maximum: 80 Marks

PART A

Answer all questions. (Each question carries 1 mark.)

1. In Aristotle's Rhetoric model, emotional content is referred as
2. What is 'semantic barrier'?
3. The use of too many words, or more difficult words, to express an idea is called
4. Who coined the term 'Proxemics'?
5. What is interpersonal communication?
6. What is 'noise' in communication?
7. What is a reprimand interview?
8. Feedback is initiated from to
9. Human communication process is similar to a telephone conversation. Proposed by.....
10. Johan Guttenberg invented

(10x1=10)

PART B

Answer any eight questions in a paragraph. (Each question carries 2 marks.)

11. Explain group communication.
12. Explain the terms kinesics and haptics.
13. What is the role of facial behaviour in human communication?
14. Explain the term 'digital divide'.
15. Define intra personal communication.
16. What do you mean by 'telephone etiquette'?
17. What is persuasion?
18. How does the grapevine help in the process of communication in an organisation?
19. What is body language?
20. Explain the terms Social Networking Sites and Blogs.
21. What is the significance of public communication?
22. What is interactive media?

(8x2=16)

PART C

Answer any six of the following in about 100 words each. (Each question carries 4 marks.)

- 23. Explain Berlos' SMCR model or theory of communication.
- 24. Differentiate between group and mass communication.
- 25. Explain the terms 'encoder' and 'decoder' in Schramm's model or theory of communication.
- 26. What is the surveillance function of the Mass Media?
- 27. Write a short note on group dynamics.
- 28. What are the different stages in interpersonal communication? Explain in detail.
- 29. Explain the term 'integration' as a function of communication.
- 30. Explain Lasswell formula?
- 31. Explain symbolic and dyadic communication processes.

(6x4=24)

PART D

Answer any two of the following in about 300 words each. (Each question carries 15 marks.)

- 32. Explain various types of communication in detail.
- 33. 'Digital media transformed the structure and scope of mass communication'- elucidate this statement
- 34. How does the Indian theory of communication differ from the western approaches? Elucidate by explaining various theories of communication.
- 35. Write an essay on communication in organisations.

(2x15=30)
