

Roll No. ....

Total Pages : 3

**351104**

**January 2023**

**BA (JMC) - Ist Semester**

**Introduction to Communication (BJMC-103-21)**

Time: 3 Hours]

[Max. Marks. : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. (a) Define Intrapersonal Communication. (1.5)
- (b) Define Barriers. (1.5)
- (c) Write the importance of Feedback in Communication process. (1.5)
- (d) What does Agenda Setting mean? (1.5)
- (e) Define 'Uses & Gratification' term? (1.5)
- (f) Write the name of four Social Groups. (1.5)
- (g) How Communication & Language is interrelated? (1.5)

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- (h) Write full form of SMCR. (1.5)  
(i) What does 'Sadharanikaran' mean? (1.5)  
(j) Define Participatory Communication. (1.5)

### PART-B

2. (a) What do you understand by Communication? What is the process of Communication? (10)  
(b) How can a speaker make his communication effective? (5)
3. (a) What is the difference between Formal Communication & Informal Communication? (5)  
(b) Explain the various barriers to Communication giving examples. How can these barriers be removed? (10)
4. How can a speaker make his or her communication effective? What are the different forms of communication? Write a note on the significance and role of communication in society. (15)
5. (a) "Communication is a two-way process". Elucidate it with the help of an example. (5)  
(b) What do you understand by non-verbal communication? What role do facial expressions, gestures and pauses play in communication? (10)

6. (a) Explain four theories of the Press. (10)  
(b) How a Multistep flow theory is different from two step flow theory? (5)
7. Explain following :  
(a) Diffusion of Innovation.  
(b) How Persuasion is different from Perception? Explain with suitable examples.  
(c) Explain Shannon & Weaver model of Communication. (5×3=15)
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