

January 2023

**B.Sc. Animation and Multimedia- I SEMESTER
Basics of Communication (BSC-AM-21-102)**

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

- Q1 (a) Normally communication is __, wherein the information or message is transferred from one person to another. (1.5)
- (b) Write short notes on Components of Communication? (1.5)
- (c) Write short notes on Physical and Physiological Noise? (1.5)
- (d) Write short notes on Positive and negative body language? (1.5)
- (e) Write short notes on Stereotypes and Prejudices? (1.5)
- (f) Write short on importance of gesture drawing. (1.5)
- (g) The person who transmits the message is called _____? (1.5)
- (h) _____ aims at making people work together for the common good of the organization? (1.5)
- (i) _____ describes all forms of human communication that are not verbal. (1.5)
- (j) The _____ in the usage of words may be a serious barrier to effective communication. (1.5)

PART -B

- Q2 (a) By referring to the objectives and characteristics, explain what do you understand about the term 'communication'? (10)
- (b) Explain the effects of organizational communication in management? (5)
- Q3 (a) Write a notes on group communication and mass communication (5)
- (b) What do mean by the term etiquette? Explain with Examples. (10)
- Q4 Explain different types of communication explain with examples? (15)
- Q5 (a) What is importance in proof reading? (5)
- (b) Write ten tips for effective communication. (10)
- Q6 (a) Explain different types of communication barriers. Mention six points to avoid barrier while communicating. (10)
- (b) Write an essay on animation films? (5)
- Q7 What is Non-Verbal Communication? Explain its various types with examples. (15)