

Roll No.

Total Pages : 3

351101

December-2023

B.A. (JMC)-1st Semester

Introduction to Communication (BAJMC-101-23)

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 Communication. (1.5)
(b) Write full form of SMCR. (1.5)
(c) Explain Social Groups in brief. (1.5)
(d) Define Barriers. (1.5)
(e) Explain the relevance of models and theories in communication (1.5)
- (f) State two examples of Written & Oral Communication. (1.5)
- (g) Explain the term Encoding. Who is the encoder of a message. (1.5)

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- (h) Explain any four principles of effective communication. (1.5)
- (i) Write the name of four theories of press. (1.5)
- (j) Explain the term Sadharanikaran. (1.5)

PART-B

2. (a) Enlist the advantages & disadvantages of Verbal Communication. (5)
- (b) What is Communication? Describe the process of Communication, indicating clearly the role of each constituent element. (10)
3. (a) Explain the various barriers to Communication giving examples. How can these barriers be removed? (5)
- (b) Explain Multistep Flow theory and Uses & Gratification theory with the help of suitable examples. (10)
4. (a) Explain the Sadharanikaran Model of Communication and also discuss relevance of this model in current scenario. (7.5)
- (b) Explain Lasswell Model & Gate Keeping Model with diagrammatic representation of both. (7.5)
5. (a) "Non-Verbal communication adds to the meaning of the message being conveyed Discuss. (5)
- (b) Discuss and compare the important assumptions with regard to the audience in the four different models of communication. (10)

6. (a) "Communication is a two-way process. "Elucidate it with the help of an example. (10)
- (b) Write a note on the significance and role of communication in society. (5)

7. (a) Explain 7C's of Communication. (7.5)
- (b) Explain the role of digital influencers with reference to two-step flow of information. How does this theory explain the impact of social media on people? (7.5)