

Dec.- 2023

Serial No.- 351112

Introduction to Communication- BJMC-103-21

Time: 3 Hours

Max. Marks: 75

- Instructions:** 1. It is compulsory to answer all the questions (1.5marks 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) What is Communication? (1.5)
(b) Write the Elements of Communication. (1.5)
(c) Define Barriers. (1.5)
(d) Define Para Language? (1.5)
(e) Write one basic difference in Communication and Information (1.5)
(f) Who are the opinion Leaders? (1.5)
(g) Explain the term "Hypodermic" (1.5)
(h) Define cultural Barriers. (1.5)
(i) What does "Gratification" mean? (1.5)
(j) Who developed Diffusion of Innovation" theory? (1.5)

PART-B

- Q2 (a) Communication and Information go hand in hand. Comment (10)
(b) Discuss Communication and Language in details. (5)
- Q3 (a) Write about Agenda Setting theory with current examples. (5)
(b) Write in detail Uses and Gratification theory with suitable examples. (10)
- Q4 What are the Normative theories of Press? Write brief note on each theory. (15)
- Q5 (a) What are the Barriers of Communication and how to remove Barriers? (10)
(b) What do you understand by opinion leaders? (5)
- Q6 (a) Explain Sadharanikaran model of Communication? (10)
(b) Explain Persuasion and Perception. (5)
- Q7. What is Communication? Explain importance of Communication with its various types also discuss functions of Communication. (15)