

Roll No.

Total Pages : 3

453101

December, 2019

B.A. (JMC) 1st Semester

Introduction to Communication (BJMC101)

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) Write down the importance of communication. (1.5)
- (b) What are the three stages of Interpersonal Communication? (1.5)
- (c) Illustrate three barriers to communication. (1.5)
- (d) What does semantic noise mean? (1.5)
- (e) What do you understand by the term paralanguage? (1.5)
- (f) What are the characteristics of Mass Audience? (1.5)

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- (g) What does Agenda Setting Model suggests? (1.5)
- (h) Ambiguity must be avoided for effective communication. Comment on this. (1.5)
- (i) How feedback is important in the process of communication. (1.5)
- (j) What is intrapersonal Communication? Write about 'Johari Window'. (1.5)

PART - B

- 2. (a) What are the various functions of Mass Communication? Explain in detail. (10)
- (b) Explain the Aristotle's model of communication with diagram. (5)
- 3. (a) What is the difference between verbal and Non verbal Communication? (5)
- (b) Define Group Communication. Also explain the types of group communication. (10)
- 4. (a) What does Hypodermic Model of Communication suggests. Explain in detail. (10)
- (b) Why mass mediums are important? How does Mass Media affect our society? (05)

- 5. (a) Draw a Comparison between the print and broadcast media. (5)
- (b) Communication process is affected by the individual's field of experience. How far it is true? Explain the concept of Osgood & Schramm's circular model. (10)
- 6. (a) The theory of cognitive dissonance proposes that inconsistencies among our beliefs, attitudes, knowledge, and/or behavior can give rise to the uncomfortable feeling of cognitive dissonance. In the above view explain the theory of Cognitive Dissonance. (10)
- (b) Explain Uses & Gratifications theory and what do you think that is it still prevalent in Digital Era? (5)
- 7. Discuss the concepts of Global Village and hot and cool media in detail. (15)