


Roll No. ....

Total Pages : 2

**351101****Mar. 2022****B.A (JMC) 1st Semester****Introduction to Communication BJMC-103-21** Time : 90 Minutes]

[Max. Marks : 25

**Instructions :**

1. *It is compulsory to answer all the questions (1 mark each) of Part-A in short.*
2. *Answer any three 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) What is Communication? (1)
- (b) Write the Elements of Communication. (1)
- (c) Define Barriers. (1)
- (d) Define Para Language. (1)
- (e) Write *one* basic difference in Communication and Information. (1)
- (f) Who are the opinion Leaders? (1)
- (g) Explain the term "Hypodermic". (1)
- (h) Define cultural Barriers. (1)

- (i) What does "Gratification" mean? (1)
- (j) Who developed Diffusion of Innovation" theory? (1)

### **PART-B**

- 2. (a) Communication and Information go hand in hand.  
Comment. (3)
- (b) Discuss Communication and Language in details. (2)
- 3. (a) Write about Agenda Setting theory with current  
examples. (2)
- (b) Write in detail Uses and Gratification theory. (3)
- 4. What are the Normative theories of Press? Write brief note  
on each theory. (5)
- 5. (a) What are the Barriers of Communication and how to  
remove Barriers? (3)
- (b) What do you understand by opinion leaders? (2)
- 6. (a) Explain Sadharanikaran model of Communication. (2)
- (b) Explain Persuasion and Perception. (3)