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B – 3131

Reg. No. : .....

Name : .....

First Semester B.A. Degree Examination, December 2016
Career Related First Degree Programme Under CBCSS
Group 2 (a)
ENGLISH AND COMMUNICATIVE ENGLISH
Vocational Course – I
CG 1171 : Basics of Communication
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in **a** word or **a** sentence.

1) What is rhetoric ?

2) What is called the target audience ?

3) Define kinesics.

4) Verbal communication

5) What is closed communication ?

6) What is phonology ?

7) What is a type of disturbance in the transmission of a message that interferes with the interpretation of the message due to ambiguity in words, sentences or symbols used in the transmission of the message ?

8) Sources of cultural noise.

9) _____ is the imparting or exchanging of information on a large scale to a wide range of people.

10) What is downward communication ?

(10×1=10 Marks)

Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

11) Seven C's of effective communication.

12) What is the Aristotle Model of Communication ?

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13) What is Semiotics ?

14) Linear Model of Communication.

15) What are micro expressions ?

16) What is connotation and denotation ?

17) Three different types of communication.

18) What is paralanguage ?

19) What is sign language ?

20) What is transactional communication model ?

21) Define non verbal communication.

22) Physical appearance of non verbal communication. **(8×2=16 Marks)**

III. Answer **any six**, **each** in a paragraph **not** exceeding **100** words.

23) Importance of body language in communication.

24) Different communication noises.

25) What is diagonal communication ?

26) What is grapevine communication ?

27) Intrapersonal communication.

28) What is Virtual communication ?

29) Impact of technology on communication.

30) Formal and informal communication.

31) Four types of informal communication. **(6×4=24 Marks)**

IV. Answer **any two**, **each** in about **300** words.

32) Different models of communication.

33) What are the different barriers to communication ?

34) Explain in detail Shannon and Weaver model of communication.

35) Channels of communication. **(2×15=30 Marks)**

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