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Reg. No. : .....

Name : .....

First Semester B.A. Degree Examination, November 2019

Career Related First Degree Programme under CBCSS

Group 2(a)

Vocational Course – I

CG 1171 – BASICS OF COMMUNICATION

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1 What is transactional model of communication?

2 What is Semantic noise?

3 What are the four important pathways in communication?

4 What is non verbal communication?

5 What is Aristotle's model of communication?

6 What is denotation?

7 What is the full form of ASL and BSL?

P.T.O.

8 What is data transmission?

9 What is feedback?

10 What is business communication?

(10 × 1 = 10 Marks)

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

11. What is rhetorics?

12 What is kinesics?

13. Give two examples of paralanguage.

14. What are Semantic Barriers?

15. What are some examples of non verbal communication?

16 What is mass communication?

17. What is the difference between hearing and listening?

18. What are the seven C's of communication?

19 What is grapevine communication?

20. Explain physical noise.

21. What is semiotic theory of communication?

22. What is network communication?

(8 × 2 = 16 Marks)

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

23. What are the different forms of non verbal communication?

24. What is media imperialism?

25. What are the different types of communication? Illustrate with examples.

26. What is media systems dependency theory?

27. What is Wilbur Schramm's model of communication?

28. What are the five elements of communication?

29. What is transactional model of communication?

30. What is psychological noise?

31. What is SCMR model of communication?

(6 × 4 = 24 Marks)

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

32. How has effective communication revolutionised human history?

33. What are the five barriers of communication?

34. What are the different noise in communication? Please explain with examples.

35. Explain Shanon and Weaver model of communication.

(2 × 15 = 30 Marks)
