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Reg. No. : .....

Name : .....

First Semester B.A. Degree Examination, June 2022

Career Related First Degree Programme under CBCSS

English and Communicative English

Vocational Course

CG 1171 : BASICS OF COMMUNICATION

(2013 – 2019 Admission)

Time : 3 Hours Max. Marks : 80

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

1. Name a Circular Model of Communication.
2. Define Public Communication.
3. Who introduced the SMCR Model of Communication?
4. What do you mean by Information overload?
5. Give an example for positive feedback.
6. What is Grapevine?
7. Define Noise.
8. Concreteness in Communication.
9. What is the Indian term for Communication?
10. What is Semantics?

(10 × 1 = 10 Marks)

P.T.O.

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

11. Describe Laswell's Model of Communication:

12. What is meant by Vertical Communication?

13. What is the role of Body Language in Communication?

14. What is Connotation?

15. What is Network Communication?

16. What is Intrapersonal Communication?

17. Define Mass Communication.

18. What is linear communication?

19. Define circumstantial language.

20. What is Haptics in Communication?

21. What are cultural barriers?

22. Discuss any two advantages of written communication.

(8 × 2 = 16 Marks)

PART – C

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

23. What is Paralanguage?

24. Discuss the major elements of Communication.

25. What are the major barriers in Communication?

26. What is the purpose of Communication models?

27. Explain the significance of gestures in making communication more meaningful.

28. Identify the patterns of Grapevine communication.

29. What are the various stages in Interpersonal Communication?

30. How is Mass Communication different from Group Communication?

31. What is Sign Language?

(6 × 4 = 24 Marks)

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

32. What is Communication? Explain the various types of Communication.

33. Explain the Shannon and Weaver Model of Communication.

34. What are the major barriers in Organisational Communication? What are the ways to overcome them?

35. Examine the various pathways of Communication.

(2 × 15 = 30 Marks)
