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Reg. No. : .....

Name : .....

First Semester B.A. Degree Examination, March 2023.

Career Related First Degree Programme under CBCSS

Group 2(a) ENGLISH AND COMMUNICATIVE ENGLISH

Vocational course

CG1171: BASICS OF COMMUNICATION

(2013 – 2021 Admission)

Time : 3 Hours Max. Marks : 80

I. Answer **all** questions. Each Question in a word or sentence

1. What is Rhetoric?
2. Define Noise.
3. What is the nature of the audience in Mass Communication?
4. Downward Communication.
5. What is Grapevine?
6. What is the nature of the audience in Mass Communication?
7. Give an example for psychological barrier in communication.
8. What is the meaning of Conciseness in Communication?
9. What is the Indian term for Communication?
10. What is the importance of pauses in oral communication?

(10 × 1= 10 Marks)

P.T.O.

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

11. Describe Aristotlean Model of Communication.

12. What is meant by Transactional model of communication?

13. Explain Mass communication.

14. How does Information overload act as a barrier in communication?

15. What is circumstantial language?

16. How is Feedback possible through Body language?

17. What is Group Communication?

18. Define Public Communication. How is it different from Mass Communication?

19. What is the role of eye contact in face to face interactions?

20. What is Proxemics?

21. What are the major advantages of oral communication?

22. Why is written communication important in formal communication?

(8 × 2 = 16 Marks)

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

23. What is Paralanguage?

24. What are Semantic barriers in Communication?

25. Explain Berlo's Model of Communication.

26. What are the major requirements to make written communication effective?

27. What are the various stages in Interpersonal Communication?

28. How is Formal Communication different form Informal Communication?

29. What are linguistic and cultural barriers?

30. What are Receiver-centric barriers?

31. What is SMCR in Communication studies?

(6 × 4 = 24 Marks)

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

32. The advent of technology has made the world smaller with easy and prompt communication. Discuss.

33. Explain the Shannon and weaver Model of communication with a diagram.

34. How does grapevine affect organizational communication? What are the various patterns of grapevine?

35. Discuss the 7C's of Communication.

(2 × 15 = 30 Marks)
