

B.Sc. DEGREE EXAMINATION, NOVEMBER 2018
I Year I Semester
Core Major- Paper I
INTRODUCTION TO COMMUNICATION

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. Pictograms
2. Intra personal communication
3. Psychological barrier
4. Decoding
5. Noise
6. Twitter
7. New media
8. Denotate
9. Elements of SMCR Model
10. Semiotics
11. Electronic media
12. Aristotle

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. Explain the functions of communication
14. Write a note on the elements of communication process
15. Write a note on visual communication
16. What are the characteristics of mass media?
17. Write a note on folk media
18. Write a note on mass media audience
19. Write a note on social media

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Explain the barriers of communication with examples
21. Explain any two communication models with necessary sketch
22. Explain audio communication
23. Explain cultivation theory
24. Explain the functions of mass media

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