

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.Sc. END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - I

20UVSCT1001 - Introduction to Communication

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. What are the elements of the communication process?
2. Write any three examples for interpersonal communication.
3. Write the importance of channels in communication.
4. Explain Aristotle's model of communication.
5. What is Feedback? Explain its types.
6. Evaluate Magic Bullet theory.
7. Explain the various types of Barriers to communication.
8. Describe the functions of Mass Media.

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the SMCR model of communication.
10. Describe the functions and types of Media.
11. Which Medium is more effective in today's scenario? Give your view.
12. Evaluate the advantage of Audio and Visual communication.
13. Difference between the Characteristics of Verbal and Non-Verbal communication.