

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.

M.A. END SEMESTER EXAMINATIONS NOVEMBER - 2022

SEMESTER - I

20PJCCT1001 - PRINCIPLES OF COMMUNICATION

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Define Barriers.
2. Explain the Sender, Receiver, and Effects of Feedback.
3. Classify the Gate Keeping With example.
4. Describe Cultivation theory.
5. What is Public Opinion?
6. Classify the communication Barriers.
7. Explain the Katz and Paul Lazarsfeld.
8. Evaluate the BERLO'S MODEL.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain the importance of the 7 C's communication.
10. Classify the Communication Process and Elements of Communication.
11. Justify the Communication Models - Gate Keeping, Aristotle, SMCR, Shannon and Weaver, Osgood? With Example.
12. Examine the Role of a Social Responsibility, and Democratic Participant mass media.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Evaluate the Hypodermic Needle Theories and Uses and Gratification.
