



QP CODE: 24019423



24019423

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, MAY 2024**

**Second Semester**

B.A English Literature and Communication Studies Model III (Double Main)

**Core Course - EN2CRT05 - INTRODUCTION TO COMMUNICATION**

2017 ADMISSION ONWARDS

35EABA98

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Marshall Mc Luhan.
2. Focused Interaction.
3. Cultural barriers.
4. Oculistics.
5. Proxemis.
6. Symbolic Communication.
7. What is a model of communication?
8. Osgood and Schramm.
9. Bhava.
10. Audio visual aids in communication.
11. Interviews.
12. Hard skills.

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain the process and elements of communication.
14. Why is feedback considered important in communication?
15. Explain pictorial communication.
16. Explain communication through five senses.
17. Explain Aristotle's model of communication.
18. Explain Laswell's model of communication.
19. Explain Shannon and Weaver's model of communication.
20. Mathematical model of communication.
21. Discuss how culture and communication influence each other.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the importance of new technologies in the field of communication.
23. Explain verbal and non verbal communication and its sub categories.
24. Write an essay on western theories of communication.
25. Write an essay on the importance of effective group communication in organisations.

(2×15=30)

