



24900151

**Name:**.....

## First Semester

(2024 ADMISSION ONWARDS)

Maximum Marks: 70

*Students should attempt atleast one question from each course outcome to enhance their overall outcome attainability.*

## Part A

Answer all questions. Each question carries 1 mark

- |   |   |  |     |
|---|---|--|-----|
| 1 | The word communication is derived from ..... Language           | [U]  | [1] |
|   | a) Greek  | b) German                                      |     |
|   | c) Latin  | d) French                                      |     |
| 2 | The flow of information in the process of communication is from | [U]  | [1] |
|   | a) Channel, message, receiver, noise                            | b) Feedback, message, sender, medium           |     |
|   | c) Receiver, feedback, message, sender                          | d) Sender, message, channel receiver, feedback |     |
| 3 | Identify a key function of communication                        | [U]  | [1] |
|   | a) Social interaction   | b) Interference                                |     |

- |    |  |  |         |
|----|--|--|---------|
|    | c) Misunderstanding  | d) Silence   |         |
| 4  | Interpret the concept of feedback in communication.  |  | [U] [2] |
|    | a) Feedback is the response sent by the receiver back to the sender                              | b) Feedback prevents noise from occurring.               |         |
|    | c) Feedback represents the original message sent by the sender.                                  | d) Feedback blocks the message from being received.      |         |
| 5  | Identify who proposed the four theories of the press.  |  | [U] [2] |
|    | a) Walter Lippmann and Schramm   | b) Edward S. Herman and McLuhan                          |         |
|    | c) Siebert, Peterson, and Schramm  | d) Noam Chomsky and Herman                               |         |
| 6  | The concept of 'Rasa' in Indian communication theory refers to:                                  |  | [U] [3] |
|    | a) The content of a message  | b) The emotional flavor or essence evoked in an audience |         |
|    | c) The mode of transmission  | d) The mode of resumption                                |         |
| 7  | Who coined the term "information society"?   |  | [U] [3] |
|    | a) Daniel Bell   | b) Marshall McLuhan                                      |         |
|    | c) Alvin Toffler   | d) Claude Lévi-Strauss                                   |         |
| 8  | Semiotics is the study of:   |  | [U] [3] |
|    | a) Signs and symbols and their use or interpretation   | b) Human emotions in communication                       |         |
|    | c) Mass media and its effects  | d) psychology and communication                          |         |
| 9  | In the context of a knowledge society, the "digital divide" refers to:                           |  | [U] [4] |
|    | a) The gap between different industries  | b) The contrast between traditional and modern economies |         |
|    | c) The difference in access to and use of information technologies among different social groups | d) The contrast between fast and slow economies          |         |
| 10 | The ABX Model of communication was proposed by   |  | [U] [3] |
|    | a) McLuhan   | b) Harold Lasswell                                       |         |
|    | c) Osgood  | d) Theodore Newcomb                                      |         |

$$(10 \times 1 = 10)$$

### **Part B**

#### **Short Answer Type Questions**

Answer any ten questions. Each question carries 3 marks

- |    |  |      |     |
|----|--|------|-----|
| 11 | Evaluate the significance of the Two-Step Flow Theory in the era of social media.  | [An] | [3] |
| 12 | Explain the role of 'Opinion Leaders' on audience's perceptions of reality.  | [An] | [3] |
| 13 | Describe two major limitations of the Linear Model of Communication  | [U]  | [2] |
| 14 | How does Cultivation Theory explain the effects of television on viewers?  | [An] | [3] |
| 15 | How do syntagmatic and paradigmatic relations shape the meaning of signs in semiotics?   | [U]  | [4] |
| 16 | Explain the application of Saussure's Semiotic Theory  | [E]  | [4] |
| 17 | Classify the different levels of communication and explain their distinct features.  | [U]  | [1] |
| 18 | Explain Berlos SMCR Model of Communication   | [U]  | [2] |
| 19 | Explain Johari Window  | [U]  | [2] |
| 20 | In what ways does McLuhan's concept of the 'global village' anticipate the interconnected nature of the internet and social media? | [An] | [3] |
| 21 | How does the Marxist theory of ideology critique the notion of 'objectivity' in news and journalism?                               | [E]  | [3] |
| 22 | How does the concept of 'cultural hegemony' explain the media's role in maintaining the status quo in capitalist societies?        | [E]  | [4] |

(10 × 3 = 30)

### **Part C**

#### **Essay Type Questions**

Answer any two questions. Each question carries 15 marks

- |    |  |      |     |
|----|--|------|-----|
| 23 | Compare and contrast the Hypodermic Needle Theory with Uses and Gratifications Theory  | [An] | [3] |
| 24 | Distinguish between the elements and process of communication, focusing on how each element contributes to message delivery. | [U]  | [1] |
| 25 | Examine the role of Communication technologies in Knowledge economy  | [An] | [4] |
| 26 | Critically analyse the relevance of the Normative Theories of media  | [An] | [2] |

(2 × 15 = 30)

**END OF THE QUESTION PAPER**

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