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Reg. No.....

Name.....

**M.C.J. DEGREE (C.S.S.) EXAMINATION, OCTOBER 2025**

**First Semester**

**MCJ1PC1—INTRODUCTION TO COMMUNICATION**

(2018 to 2015 Admissions—Mercy Chance)

Time : Three Hours

Maximum Weight : 30

I. Answer any *five* of the following in not less than 50 words. Weight 1 each :

- 1 Define communication in simple terms.
- 2 What are the 7 Cs of communication ?
- 3 What is group communication ?
- 4 What is the SMCR model ?
- 5 Define multi-mediality.
- 6 What is Blogging ?
- 7 What is the libertarian theory ?
- 8 What is convergence in media ?

(5 × 1 = 5)

II. Answer any *five* of the following in not less than 100 words. Weight 2 each :

- 9 Describe the features and scope of communication.
- 10 Discuss the role of feedback in the communication process.
- 11 Discuss remedies for communication barriers.
- 12 Explain Shannon and Weaver's model with a diagram.
- 13 Describe Gerbner's model of communication.
- 14 Discuss the role of social media as a new method of communication.

**Turn over**





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15 Explain the social responsibility theory of the press.

16 Discuss the present scenario of mass media in India.

(5 × 2 = 10)

III. Answer any *three* of the following in not less than 250 words. Weight 5 each :

17 Explain the evolution of communication from early forms to mass media.

18 Examine the importance of communication in fulfilling sociological and psychological needs.

19 Critically evaluate Schramm's interactive model of communication.

20 Discuss the structure and functions of De Fleur's model.

21 Discuss the impact of mass media on violence and obscenity.

22 Critically evaluate the normative theories of the press.

(3 × 5 = 15)

