

S.No. 8933

16 SNMEVC 1

(For candidates admitted from 2016–2017 onwards)

U.G. DEGREE EXAMINATION, NOVEMBER 2022.

Part IV – Visual Communication – Non Major Elective

BASICS OF COMMUNICATION

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20)

Answer ALL the questions.

Write short notes on the following:

1. Group Communication
2. Folk Media
3. Feedback
4. Mass communication
5. Interactive communication
6. Intimate stage
7. Oral Communication

8. Body Language
9. Channel
10. Social media

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

11. (a) Define: Communication.
Or
(b) Examine the scope of communication.
12. (a) What do you mean by Intrapersonal communication?
Or
(b) Discuss about the process of communication.
13. (a) 'Group communication is effective one' – Justify.
Or
(b) Examine the stages of interpersonal communication in detail.
14. (a) 'Language is a tool of communication' – Discuss.
Or
(b) Does Feedback and Noise affect a communication? – Discuss.

15. (a) Elaborate Schannon and Weaver communication model.

Or

- (b) Expand and explain: SMCR Model.

PART C — (3 × 10 = 30)

Answer any THREE questions.

16. Trace out the history of communication in detail.
17. Explain the following with example:
(a) Connotation (b) Denotation
18. List and explain about the types of communication.
19. Differentiate verbal and non verbal communication.
20. Examine the language and cultural barriers in communication.