

S.No. 5876

16 SNMEVC 1

(For candidates admitted from 2016–2017 onwards)

U.G. DEGREE EXAMINATION, APRIL 2022.

Part IV — Visual Communication – Non-Major Elective

BASICS OF COMMUNICATION

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Communication.
2. Traditional Media.
3. Message.
4. SMCR.
5. Interpersonal communication.
6. Personal stage.
7. Haptic communication.
8. Non Verbal communication.

9. Feedback.

10. Noise.

SECTION B — ($5 \times 5 = 25$)

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

11. (a) What do you mean by Communication?

Or

(b) Discuss in detail about the history of communication.

12. (a) List down the levels of communication – Explain.

Or

(b) Draft the functions of communication in detail.

13. (a) Give a short note on focused and unfocused interactions.

Or

(b) What do you mean by Group Communication?

14. (a) Examine the nature of Non Verbal Communication.

Or

(b) Discuss in detail about the forms of Communication.

15. (a) What do you mean by cultural barriers in communication?

Or

(b) Explain with illustration : Laswell model of communication.

SECTION C — ($3 \times 10 = 30$)

Answer any THREE questions.

16. Examine the need and scope of communication with justifications.

17. Define :

(a) Phatic Stage

(b) Personal Stage

(c) Intimate Stage.

18. Explain about the types of communication in detail.

19. Differentiate Oral and Non-verbal communication.

20. Elaborate the Wilbur schramm Model of Communication with example.