E 2508 (Pages : 2) Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2016

Second Semester

B.A.–English Literature and Communication Studies (Two Main)

Core Course—INTRODUCTION TO COMMUNICATION

(2013 Admission onwards)

Time : Three Hours Maximum Marks : 80

Part A

Answer each of the following in a sentence **or** *two.*
Each question carries 1 mark.

1. What is non-verbal communication ?
2. What is group communication ?
3. What is Interpersonal Communication ?
4. What are symbols ?
5. What is 'bhava' ?
6. What is Sahridaya ?
7. What is the role of "eye-contact" in communication ?
8. What is telephone etiquette ?
9. What is noise ?
10. What is pictorial communication ?

(10 × 1 = 10)

Part B

Answer any **eight** *of the following each in* **a paragraph**.
Each question carries 2 marks.

11. What is kinesics ?
12. Distinguish between Verbal and Non-verbal messages.
13. What is encoding ?
14. What is medium ?
15. What are "hard skills" in communication ?
16. What is the role of 'receiver" in communication ?
17. Communication is a two-way process. Discuss.

Turn over

18. What are flip charts ?
19. What is Overhead projector ?
20. What is persuasion ?
21. What is an icebreaker ?
22. What is the basic structure of a presentation ?

(8 × 2 = 16)

Part C

Answer any **six** *of the following each in about* 100 *words each.*
Each question carries 4 *marks.*

23. Write a short note on different types of animal communication.
24. What is Laswell's theory of communication ?
25. What is Wilbur Schramm theory of communication ?
26. Write a short note on communication through the five senses.
27. What is group dynamics ?
28. What is 'culture importance' of communication ?
29. What is the role of 'space distancing' ?
30. What is the role of facial expression in communication ?
31. Why the second stage of communication is called the age of signals ?

(6 × 4 = 24)

Part D

Answer any **two** *of the following each in about* 300 *words.*
Each question carries 15 *marks.*

32. Write an essay on the influence of technology on communication.
33. Write an essay on communication in organisations.
34. Write an essay on Indian Communication theories.
35. Write an essay on the news channels and their role in disseminating information.

(2 × 15 = 30)