

# END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER - 2012

Paper Code: BJMC 105

Subject: Introduction to Communication

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including Q.No. 1 which is compulsory.

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Q1. Write short notes on **any three** of the following: (5x3=15)

- (a) What is "Communication" and "Media". Explain briefly.
- (b) Describe about "digital revaluation" and "WYSIWYG".
- (c) How five senses of communication are used in SMCR Model of communication?
- (d) Explain the "Grapewine communication".
- (e) What is new-media? Explain its features briefly.
- (f) Explain the interpersonal communication skills.

Q2. Explain the history, evolution and development of communication especially with reference to India. (15)

Or

Describe the types of communication. What are the differences between verbal and non-verbal communication?

Q3. Describe the meaning, elements process, and functions of Mass Communication. (15)

Or

Discuss about Origin of the Internet and how has the internet changed the nature of communication and of business?

Q4. Discuss the perceived functions and roles of print and television during the common elections in India. (15)

Or

Who are the opinion leaders? What role they play in interaction with mass-media? Discuss it especially with reference to social-networking sites (SNS) in India.

Q5. Explain the three stages of inter-personal communication. What is the importance of pitch, volume, tempo and tone in interpersonal communication-process? (15)

Or

What is visual-communication? Describe the journey of "100 years of Indian Cinema", the Indian Film Industry.

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