

(Please write your Exam Roll No.)

Exam Roll No. 040

END TERM EXAMINATION

FIRST SEMESTER [BJMC] DECEMBER 2013

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.

- Q1 Write short notes on (attempt any three):- (3x5=15)
(a) Auto Communication.
(b) Need for Voice Modulation.
(c) Characteristics of an Effective Speaker.
(d) Significance of Role-Play.
(e) What does 'active listening' mean?
- Q2 Can a language be described as being synonymous with the term communication? Comment in the light of meaning, nature and scope of human communication. (15)
- Q3 Differentiate between:- (5x3=15)
(a) Face-to-face and Mediated communication.
(b) Group Communication and Public Communication.
(c) Pitch and Tone.
- Q4 Explain how body language, paralanguage and proxemics affect your message in the communication process. (15)
- Q5 (a) Every picture tells a story. Critically analyses this statement in the light of the significance of photographs in communication. (7.5)
(b) How has the new media influenced Journalism as a concept and practice. Give examples. (7.5)
- Q6 With the help of well labeled diagrams, explain. (7.5x2=15)
(a) Gerbner's Model.
(b) Two step & Multistep Theory.
- Q7 (a) Discuss the element, process, scope and application of the mathematical (information) model of communication. (7.5)
(b) Explain media, public and policy agenda. (7.5)
- Q8 What is the role of Traditional and Folk media as a model of communication in rural areas? Cite instances/examples. (15)
