

# END TERM EXAMINATION

FIRST SEMESTER [BJMC] DEC.2014 – JAN.2015

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.  
Internal choice is indicated.

- Q1 Write short notes on **any three** of the following:- (3x5=15)
- (a) Five senses of communication
  - (b) Voice and speech
  - (c) Interpersonal Communication and Intrapersonal Communication
  - (d) Johari window
  - (e) Feedback
- Q2 Distinguish between verbal and non-verbal communication? Explain barriers to effective communication. (15)
- Q3 How is language a vehicle of culture? Explain with the example of any language in Indian culture. (15)
- Q4 Differentiate between communication and mass communication? Explain how mass communication is a product of industrial era which privileges media industry at the expense of the citizens. (15)
- Q5 How do agenda setting theory and gate keeping model work in concert with each other to determine the nature of issues of national importance. (15)
- OR**
- Q6 Who are opinion leaders and what role do they play in interaction with mass audience? Discuss the two-step flow model of communication. (15)
- Q7 What role does the media play in a democracy? Do you think they influence voting patterns in any significant way/manner? (15)
- OR**
- Q8 "With the onslaught of the electronic media, the traditional media are no longer considered as effective tools of communication" Comment, discussing in brief their use in mass communication. (15)

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