

Roll No.

Total No. of Pages : 02

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BA (Journalism and Mass Communication) (Sem.-6)

BASIC PRINCIPLES OF COMMUNICATION

Subject Code : BAJMC-602-18

M.Code : 79366

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Communication
- b) Feedback
- c) Sender
- d) Channel
- e) Intra-personal Communication
- f) SMR
- g) Noise
- h) Media
- i) Credibility
- j) Physical Barrier.

SECTION-B

2. Differentiate between verbal and non-verbal communication.
3. Bring out the significance of Shannon and Weaver's model.
4. List the 7 C's of communication.
5. Discuss the Social Responsibility Theory.
6. Explain the features of Laswell model.

SECTION-C

7. Explain the various functions of communication in detail.
8. Critically analyze agenda setting theory and its applicability in the electronic media.
9. Explain Two-step and Multi-step flow theory in detail.

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