

24U1108

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U JOU1 MN101 - BASICS OF COMMUNICATION

(Journalism - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Discuss the significance of the 7 C's of communication in a formal environment. [Level:2] [CO4]
2. Highlight the importance of facial expression in non-verbal communication. [Level:4] [CO1, CO2]
3. Explain any three types of non-verbal communication [Level:2] [CO1, CO2, CO3]
4. Explain in detail the functions of mass media [Level:2] [CO3]
5. Explain how language differences can lead to misunderstandings in communication. Provide an example to illustrate your explanation. [Level:4] [CO4]
6. Explain the role of live broadcasting in TV. How does it benefit viewers? [Level:2] [CO2]
7. Name any three popular OTT platforms [Level:1] [CO2]
8. What are three examples of cognitive barriers that can obstruct effective communication? [Level:2] [CO4]
9. Explain semantic barrier [Level:2] [CO4]
10. Analyze how prejudices and preconceived notions can act as psychological barriers in communication. What impact do these barriers have on interpersonal relationships? [Level:4] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Describe one way in which broadcast media (TV or radio) helps shape public opinion. Explain with an example [Level:2] [CO3]

12. Sensationalism affects the credibility of mass media and is a major dysfunction of mass communication. Elucidate. [Level:2] [CO3]
13. What makes print media a credible source of information compared to digital platforms? [Level:1] [CO2, CO3]
14. Explain the three stages of interpersonal communication. [Level:2] [CO2]
15. Explain the difference between formal and informal communication in an organisation. [Level:2] [CO2]
16. Explain with example how interactivity plays a role in hybrid media formats. [Level:2] [CO2, CO3]
17. How does the combination of sound and vision in cinema enhance storytelling compared to other media? [Level:4] [CO3]
18. How can cultural differences amplify physical barriers in communication? [Level:4] [CO4]
- (Ceiling: 36 Marks)**

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. What are communication barriers? Discuss how understanding communication barriers can improve interpersonal interactions. [Level:2] [CO4]
20. Examine the dysfunctions of mass media in the coverage of Nipah outbreak in Kerala and its impact on public. [Level:4] [CO3]

(1 × 10 = 10 Marks)
