

25U192S

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UJOU1MN101 - BASICS OF COMMUNICATION

(Journalism - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. Mention any three benefits of effective communication. [Level:1] [CO1, CO4]
2. Explain Noise in communication. [Level:2] [CO1]
3. Explain the advantages and disadvantages of formal communication. [Level:2] [CO2, CO5]
4. Compare the advantages and disadvantages of written and oral communication. [Level:4] [CO2, CO4]
5. Examine how cultural differences can act as a barrier in communication. Provide an example to illustrate your point. [Level:4] [CO4]
6. Describe three key characteristics of new media and explain how they differ from traditional media. [Level:2] [CO2, CO3]
7. Define the key characteristics of the internet. [Level:1] [CO5]
8. Examine the three examples of cognitive barriers that can obstruct effective communication. [Level:4] [CO4]
9. Examine how anxiety or stress can affect a person's ability to communicate effectively. Provide an example to illustrate your point. [Level:4] [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. Examine why radio is considered to be the more accessible than television in certain areas? [Level:4] [CO3]

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| 12. Analyse the power of mass media to persuade and influence the audience. | [Level:4] [CO3] |
| 13. Explain with example how interactivity plays a role in hybrid media formats. | [Level:2] [CO2, CO3] |
| 14. How does delayed feedback and limited channels affect the effectiveness of communication? | [Level:2] [CO1] |
| 15. Compare and analyse the characteristics of public communication and mass communication. | [Level:4] [CO2] |
| 16. Describe how cinema influences public attitudes and perceptions through its portrayal of characters and stories. | [Level:2] [CO3] |
| 17. Examine three advantages and one disadvantages of print media. | [Level:4] [CO3] |
| 18. Assess how different accents or dialects within the same language can create barriers in understanding? | [Level:4] [CO4] |

(Ceiling: 36 Marks)

Part C (Essay questions)

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

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| 19. Discuss the impact of technological barriers on communication. How can issues such as poor internet connectivity or device compatibility hinder effective communication? | [Level:2] [CO4] |
| 20. Examine how the over-commercialization of mass media impact content quality. | [Level:4] [CO3] |

(1 × 10 = 10 Marks)
