

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**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.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**