

Roll No.

Total No. of Pages : 02

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Bachelor of Management Studies (MEFT) / B.Sc (MEFT) (Sem.-1)

HUMAN COMMUNICATION

Subject Code : BMEFT-101

M.Code : 13501

Date of Examination : 10-01-2023

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. Answer the following terms briefly :**

- a) What is Communication?
- b) Interpersonal Communication
- c) Process of Encoding and Decoding
- d) Psychological Barriers
- e) Written Communication
- f) Intra Personal
- g) Feedback
- h) Web Media
- i) Multimedia
- j) Linear Communication Model.

SECTION-B

2. What do you mean by Communication Revolution?
3. Describe Lass well Model.
4. Define Mass Communication discuss its different Media.
5. What is verbal communication and example?
6. Define non-verbal communication.

SECTION-C

7. What is Mass Communication? Discuss its role and importance in Society.
8. What is the importance of models in Communication? Briefly describe the Shannon Weaver's Model.
9. What is the media industry and why is it important?

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..