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**First Semester B.A. Degree Examination, November 2018**  
**Career Related First Degree Programme Under CBCSS**  
**Group 2(a)**  
**Vocational Course - I**  
**CG 1171 : BASICS OF COMMUNICATION**  
**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** the questions, **each** in a word or a sentence : (10×1=10 Marks)

- 1) What is also known as circular communication ?
- 2) What is a channel in communication ?
- 3) What is Phonology ?
- 4) What is feedback?
- 5) What is the technical term for a disturbance/interference to effective transmission?
- 6) Three basic elements of Aristotle's model of communication.
- 7) What is linear model of communication ?
- 8) What is the science of communications and automatic control systems in both machines and living things ?
- 9) What is digital media?
- 10) What is also known as cross cultural communication ?

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words : (8×2=16 Marks)

- 11) What is communication ?
- 12) What are different kinds of grapevine communication ?
- 13) What are the components of communication ?
- 14) What is semantic noise ?
- 15) What is digital communication?

16) What is diagonal communication ?

17) Advantages of Oral Communication.

18) Advantages of Westley and Maclean model.

19) What is called the channel of communication ?

20) What is stress ?

21) What is the difference between phonetics and phonology?

22) Explain transactional communication?

III. Answer **any six each** in a paragraph **not** exceeding **100** words : (6×4=24 Marks)

23) What are the main features of Shanon Weaver model of communication ?

24) How does intrapersonal communication work ?

25) What is body language ?

26) What are the advantages of written language ?

27) What is Aristotelean Model of Communication ?

28) What is attitude in SMCR model ? *David Berlyne*

29) Rules of good communication.

30) What is context ?

31) What is the difference between psychological noise and semantic noise ?

IV. Answer **any two, each** in about **three hundred** words : (2×15=30 Marks)

32) What are the advantages and disadvantages of social media in communication ?

33) Explain Berlo's model of communication and major criticism against it.

34) What are the barriers of communication and how do we overcome them ?

35) Evolution and growth of different model of communication.