

Reg. No. :

Name :

**Second Semester B.A LL.B. (Five Year Integrated)
Degree Examination, February 2022**

Paper I : BASICS OF COMMUNICATION

(2011–2019 Admission)

Time : 3 Hours

Max. Marks : 80

- I. Answer any **ten** of the following questions, each in a sentence or two:
1. Define Mass Communication.
 2. Grapevine
 3. Mention any two physical barriers in communication.
 4. What do you mean by kinesics?
 5. What is lacking in Aristotle's model of communication?
 6. What is meant by physical barriers?
 7. Define encoding.
 8. Under which type of communication does prayer come? Why?
 9. What are the major functions of the media?
 10. What is meant by interactive communication?
 11. Give any four means of non-verbal communication.
 12. What is infotainment? How do media provide it?

(10 × 2 = 20 Marks)

II. Write paragraph of about **80** words on any **six** of the following:

1. Paralanguage
2. Psychological barriers in communication
3. Laswell's communication model.
4. Impact of non-verbal communication.
5. Differences between group communication and mass communication.
6. Pathways of communication.
7. Interpersonal communication
8. Information overload.

(6 × 5 = 30 Marks)

III. Attempt any **two** essays, each in about **250** words:

1. Discuss the positive and negative effects of Mass Communication.
2. Elaborate the 7 c's of communication.
3. How does the shannon-weaver model of communication stand apart from the other models?

(2 × 15 = 30 Marks)
