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Reg. No. : .....

Name : .....

**Second Semester B.A. LL.B (Five Year Integrated) Degree Examination,  
April 2018**

**Paper – I : BASICS OF COMMUNICATION**

Time : 3 Hours

Max. Marks : 80

I. Answer **any ten** of the following questions, **each** in a **sentence** or **two**.

- 1) What do you mean by 'dyadic communication' ?
- 2) What is proxemics ?
- 3) Define feedback.
- 4) What is encoding ?
- 5) Give two examples of mechanical barrier.
- 6) What is a 'wheel network' ?
- 7) How do you describe the audience in mass communication ?
- 8) What is 'logos' according to Aristotle ?
- 9) What is mainstreaming ?
- 10) What are the major psychological barriers in communication ?
- 11) Define non-verbal communication.
- 12) State the three important functions of mass media. **(10×2=20 Marks)**

II. Write paragraphs of about **80** words on **any six** of the following ;

- 1) The three modes of persuasion according to Aristotle.
- 2) Sign language.
- 3) New Combe's model of communication.



- 4) Networks of communication.
- 5) Physical barriers of communication.
- 6) Upward and downward communication.
- 7) Information overload.
- 8) Grapevine.

(6×5=30 Marks)

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

- 1) Discuss the importance of Mass Communication in the present times.
- 2) Elaborate the seven C's of communication.
- 3) Examine the role played by non-verbal communication in supplementing as well as creating barriers in communication:

(2×15=30 Marks)

(10×2=20 Marks)