



Reg. No. :

Name :

**Second Semester B.A. LL.B. (Five Year Integrated) Degree
Examination, October 2015
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 does “noise” mean in the process of communication ?
- 2) What is meant by the term “denotation” ?
- 3) What does “Substandard language” refer to ?
- 4) What does Aristotle’s concept of “logos” imply ?
- 5) What is meant by “Dyadic Communication” ?
- 6) Define the concept of “Rhetoric”.
- 7) Which is the channel of communication mostly associated with gossips and rumours ?
- 8) What is “Olfactics” ?
- 9) What does the term “monotone” mean ?
- 10) Define the term “Semantics”.
- 11) Explain the term “Filtering”.
- 12) Mention any two psychological factors which act as barriers to communication on the part of the receiver. **(10×2=20 Marks)**

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

- 1) The process of communication.
- 2) The importance of communication in today’s world.
- 3) The Linear model of communication by Shannon and Weaver.



- 4) Discuss Sign Language. Reg. No. :
- 5) Characteristics and patterns of Grapevine. Name :
- 6) The advantages and disadvantages of oral communication. Second
- 7) The role of appearance in communication. Examining October 2015
- 8) Barriers on the part of the receiver. Paper - I : BASICS OF COMMUNICATION

(6×5=30 Marks)

III. Attempt **any two** essays, **each** in about **250** words. Time : 3 Hours

- 1) Discuss the importance of the "Seven Cs" in effective communication. i. Answer any ten of the following questions each in a sentence or two.
- 2) Examine different forms of non-verbal language. (1) What does "noise" mean in the process of communication?
- 3) What are the main barriers of effective communication on the part of the sender and how can these barriers be overcome? (2×15=30 Marks)

(10×2=20 Marks)

ii. Write paragraphs of about 80 words on any six of the following.

- 1) The process of communication.
- 2) The importance of communication in today's world.
- 3) The Linear model of communication by Shannon and Weaver.