

BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025
UGP (HONS.) SEMESTER -1: DISCIPLINE SPECIFIC COURSE

COURSE: 24UJMCDS102: INTRODUCTION TO COMMUNICATION

(For Regular 2025 and Improvement/Supplementary 2024 Admission)

Time: 2 Hours

Max. Marks: 70

PART A

Answer any Five questions; Each question carries 2 marks

1. What is communication? (R)
2. Define gatekeeping. (R)
3. What is selective exposure? (U)
4. What is feedback in communication? (R)
5. Define public opinion. (R)
6. What is media literacy? (U)

(2 x 5 = 10 Marks)

PART B

Answer any Six questions; Each question carries 5 marks

7. Describe the essential features and importance of communication. (U)
8. Explain Aristotle's model of communication and its relevance today. (U)
9. What are the main barriers (noises) that affect effective communication? (U)
10. Explain the basic ideas of the Agenda-Setting Theory. (U)
11. Explain the key concepts of Ferdinand de Saussure's semiotic theory. (U)
12. Discuss the concept of Magic Bullet Theory. (U)
13. What are the main ideas in the Natyashastra's concept of Sadharanikaran? (R)

(5 x 6 = 30 Marks)

PART C

Answer any Two questions; Each question carries 15 marks

14. What is Communication? Discuss its scope, nature, and importance in today's society. (U)
15. Compare and contrast Lasswell's Model and Berlo's SMCR Model. (A)
16. Examine the implications of Cultivation Theory for understanding long-term media effects. (E)

(15 x 2 = 30 Marks)