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**PRESIDENCY
UNIVERSITY
BENGALURU**

School of Media Studies

Mid-Term Examinations - November 2024

Semester: 1st Semester

Date: 04-11-2024

Course Code: BAJ1012

Time: 02.00pm - 03.30pm

Course Name: Introduction to Communication Models

Max Marks: 50

Program: BAJMC

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

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|----------|---|----------------|-----------|------------|
| 1 | Explain the four components of Berlo's SMCR model of communication. | 2 Marks | L1 | C01 |
| 2 | How does intrapersonal communication differ from interpersonal communication? Provide an example of each. | 2 Marks | L1 | C01 |
| 3 | What is the importance of the 'channel' in the SMCR process? | 2 Marks | L1 | C01 |
| 4 | Describe the key characteristics of group communication and how it differs from mass communication. | 2 Marks | L1 | C01 |
| 5 | In what ways does mass communication differ from other forms of communication in terms of feedback? | 2 Marks | L1 | C01 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

6. A political campaign is preparing for an upcoming election and seeks to improve the effectiveness of its communication strategy. The campaign manager consults a communication expert who introduces a model that focuses on the relationship between the speaker, the message, and the audience. Based on the following scenarios, answer the questions below

- 6a.** The campaign's lead candidate delivers speeches that are not resonating with the public. The communication expert emphasizes the importance of tailoring the message to the specific needs and interests of the audience. What steps should the candidate take to modify their speech delivery to connect more effectively with the audience, considering the key elements of communication? **3 Marks L2 CO2**
- 6b.** The candidate has been relying heavily on facts and statistics in their speeches, but the campaign team notices that this approach is failing to engage emotionally with the public. The communication expert suggests focusing more on persuasion, particularly appealing to emotions and values. How should the candidate balance logical appeals with emotional appeals to persuade the audience more effectively? **3 Marks L2 CO2**
- 6c.** After several public speeches, the candidate's popularity increases, but the campaign team notices that media interviews and one-on-one interactions with voters are less effective. The communication expert explains that the success of communication also depends on the credibility and authority of the speaker. What strategies should the candidate implement to strengthen their ethos (credibility and trustworthiness) in both public and interpersonal communication settings? **4 Marks L2 CO2**

OR

7. A multinational corporation is undergoing a restructuring process and wants to ensure effective communication throughout the organization. They are facing challenges in conveying information clearly, and employees are struggling to understand and adapt to the changes. Based on the following scenarios, analyze the communication issues and suggest solutions.

- 7a.** The company's leadership has provided detailed written instructions on the restructuring, but employees are still confused and unsure of what the changes mean for their roles. How can understanding the nature and scope of communication help the leadership ensure that their message is understood by all employees, and what might be the underlying barriers that are affecting clarity? **3 Marks L3 CO3**
- 7b.** During meetings about the restructuring process, nonverbal cues like facial expressions and body language from the leadership have contradicted the verbal messages, creating uncertainty among employees. How can the company use kinesics effectively to reinforce verbal communication and reduce misinterpretations during the restructuring? **3 Marks L3 CO3**
- 7c.** Employees have been communicating their concerns through both formal channels (emails, reports) and informal ones (hallway conversations, group chats). Explain how the company can manage intrapersonal, interpersonal, and group communication to ensure that concerns are addressed, and provide an example of how each type of communication can be handled during organizational change. **4 Marks L3 CO3**

8. A health organization is launching a public awareness campaign about the importance of mental health. The communication team is evaluating their messaging strategy to ensure maximum impact. Based on the following scenarios, answer the questions below:

- 8a.** The communication team needs to decide on the most effective spokesperson for delivering the message. They are considering different public figures, such as medical experts, celebrities, and community leaders. How should the team approach the selection of the *sender* of the message, and what factors should be considered to maximize the message's credibility and reach? **3 Marks L2 C02**
- 8b.** The organization is unsure about the best *channel* to use for the campaign—whether to focus on social media, television, or community events. What should the organization consider when selecting the most appropriate channel for the message, and how might different channels affect the message's reception among the target audience? **3 Marks L2 C02**
- 8c.** After the campaign is launched, the team wants to evaluate its effectiveness. They focus on understanding the *effects* of the campaign in terms of public awareness and behavioral change. What methods should the organization use to assess the campaign's success, and how can they measure its impact on the intended audience? **4 Marks L2 C02**

OR

9. A healthcare organization is launching a new patient care initiative aimed at improving the quality of service delivery. However, they are encountering several communication issues among their staff and patients. Analyze the communication problems described in the following scenarios and propose solutions.

- 9a.** The management communicates the details of the initiative using medical jargon, which the support staff and patients find difficult to understand. How does verbal communication play a role in the clarity of the message, and what strategies can the management use to simplify and enhance their verbal communication for a diverse audience? **3 Marks L3 C03**
- 9b.** Patients have been giving nonverbal cues (such as hesitation or discomfort) during consultations, but healthcare professionals are not recognizing these signals, resulting in unmet needs. How can healthcare providers improve their ability to read nonverbal communication, and what role does kinesics play in understanding patient needs? **3 Marks L3 C03**
- 9c.** The initiative is being discussed in team meetings, but some staff members feel that their concerns are not being heard. How can the organization improve the SMCR process in these meetings, ensuring that both the sender and receiver are effectively communicating, and what are some of the barriers that might be affecting this process? **4 Marks L3 C03**

- 10.** A multinational company is experiencing challenges in its internal communication between departments located in different countries. The management has called in a communication expert to analyze and improve the effectiveness of their messaging. Based on the following scenarios, answer the questions below:
- 10a.** The company's internal reports are often misunderstood or distorted by the time they reach employees in different departments. The communication expert identifies that there are multiple interruptions in the transmission of these reports. What factors might be contributing to the *distortion* of the messages, and how can the company reduce the interference in the communication process? **3 Marks L2 C02**
- 10b.** The company uses different technological platforms for communication, but employees in various countries experience delays or technical issues when receiving messages. The expert points out that the choice of *channel* might be affecting the smooth flow of communication. How can the company ensure that its chosen channels minimize delays and maintain message integrity across global locations? **3 Marks L2 C02**
- 10c.** The management wants to improve the *encoding* of complex information in their reports to ensure better understanding. The expert suggests simplifying the content and using clear, standardized formats. What steps can the company take to improve the encoding of information so that the *decoding* process by the employees is accurate and effective? **4 Marks L2 C02**

OR

- 11.** An educational institution is introducing a new digital learning platform to enhance the learning experience for students. However, several communication challenges are arising between administrators, teachers, and students. Evaluate the issues in the scenarios below and suggest solutions.
- 11a.** Administrators are providing information about the platform through mass emails, but many teachers are not engaging with the content. How can the institution better utilize mass communication to ensure that important messages reach their target audience, and what improvements can be made to ensure engagement? **3 Marks L3 C03**
- 11b.** Teachers are using the new platform but find that students are not effectively participating in the group discussions. How can an understanding of group communication dynamics help teachers facilitate better interaction and collaboration among students, and what steps can be taken to improve the flow of communication in an online group setting? **3 Marks L3 C03**

- 11c.** Some students are comfortable communicating about technical issues with the platform through emails, while others prefer face-to-face discussions with teachers. How can the institution address these preferences by managing interpersonal and intrapersonal communication, and what are the key differences in handling these communication types in a digital learning environment? **4 Marks L3 C03**

A marketing team is preparing to launch a new product, but they have noticed issues in how their message is being perceived by different customer segments. To address this, they bring in a communication expert who suggests analyzing the situation through a specific communication model that focuses on the sender, message, channel, and receiver. Based on the following scenarios, answer the questions below:

- 12a.** The team realizes that the way they *encode* the product's features and benefits is not resonating with the target audience. The communication expert emphasizes that the *sender's* communication skills, attitudes, knowledge, and cultural context affect how well the message is delivered. How should the marketing team adjust its communication process to ensure that the sender's characteristics align with the audience's expectations and preferences? **3 Marks L2 C02**
- 12.** **12b.** The marketing materials focus heavily on technical details, which seem to confuse rather than engage the audience. The expert points out that the *message* should be crafted in a way that connects emotionally and intellectually with the audience. How can the team modify the content of their message to ensure clarity and emotional impact, and what role does the structure and presentation of the message play in effective communication? **3 Marks L2 C02**
- 12c.** After reviewing the feedback, the team discovers that different customer segments prefer different *channels* for receiving information, with some favoring digital media and others traditional forms. The expert highlights the importance of choosing the right *channel* for effective communication. What strategies should the marketing team use to select the most suitable channels for their diverse audience, and how can they ensure that these channels facilitate better reception and understanding of the message? **4 Marks L2 C02**

OR

- 13.** Write short notes of the following:
- 13a.** Meaning and Definition of Communication **3 Marks L2 C03**
- 13b.** Nature of Communication **3 Marks L2 C03**
- 13c.** Scope of Communication **4 Marks L2 C03**