Roll No											

PRESIDENCY UNIVERSITY

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Bengaluru

Odd Semester End Term Examination

Date: 15/12/2025 **Time:** 09.30 AM - 12.30 PM

Course Code: MDS1201	**Course Name:** Introduction to Communication Models	
Semester: I SEMESTER	**Max. Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	20	20	45	45

Instructions:

1. Read all questions carefully and answer accordingly
2. Do not write anything on the question paper other than roll number

Part A: Answer Following Questions. 30M

Qn.	Questions	M	CO	BT
1	Explain the non-verbal ways of communication with suitable examples.	5.0	CO1	BT2
2	Explain the different types of noise in a communication process?	5.0	CO1	BT2
3	Summarize the importance of communication models.	5.0	CO2	BT2
4	Explain the criticisms of Harold D Laswell's model of communication.	5.0	CO2	BT2
5	Identify the dynamic interactions in the ABX model of communication	5.0	CO3	BT3
6	Analyze how mass media helps cultural promotion.	5.0	CO4	BT4

Part B: Answer Any 5 Following Questions. 50M

Qn.	Questions	M	CO	BT

7	Explain communication and its different levels with suitable examples.	**10.0**	**CO1**	**BT2**
8	Explain Westley and Maclean’s model of communication in detail.	**10.0**	**CO2**	**BT2**
9	A project manager is leading a virtual kick-off meeting for a new, cross-cultural team. Using Barnlund's Transactional Model, analyze the meeting's communication process. Identify and provide a specific example for at least one public cue, one private cue, and one behavioral cue that could occur during this interaction, and explain how each cue influences the ongoing, simultaneous exchange of messages.	**10.0**	**CO3**	**BT5**
10	Examine the disadvantages and the advantages of the Helical model of communication.	**10.0**	**CO3**	**BT4**
11	Analyze the way the media influences public opinion.	**10.0**	**CO4**	**BT4**
12	Analyze the functions of Mass Communication.	**10.0**	**CO4**	**BT4**

Part C: Answer Any 1 Following Questions. 20M				
Qn.	**Questions**	**M**	**CO**	**BT**
13	Identify the Layers of Thayer’s Organizational Communication Model? to explain the mode in detail.	**20.0**	**CO3**	**BT3**
14	Analyze the evolution of any one of the mediums of communication (photographs, films, radio, television and new media, folk media, intercultural communication).	**20.0**	**CO4**	**BT4**