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Bengaluru

Mid Term Examinations - October 2026

Date: 08/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: MDS1201 **Course Name:** Introduction to Communication Models

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	45	40

Part A: Answer Any 2 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	**Recall any two standard definitions of communication given by different communication scholars.**	5	CO1	BT1
2	**Enlist the scope and importance of communication in various fields.**	5	CO1	BT1
3	**Recall the four main components of SMCR process.**	5	CO1	BT1

Part B: Answer Any 2 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
4	**Outline Interpersonal and Group Communication and their characteristics.**	10	CO1	BT1
5	**Identify the essential features of Mass Communication.**	10	CO1	BT1
6	**Describe Non-Verbal Communication and its various forms.**	10	CO1	BT1

Part C: Answer Any 1 Following Questions. 20 M

Q.N.	Questions	M	CO	BT
7	**Explain Shannon & Weaver Model and Berlo's SMCR Model of Communication.**	20	CO2	BT2
8	**A digital news channel covers a live election debate where the anchor, editor, audience comments and feedback simultaneously influence the news flow. Explain this media scenario with respect to the limitations of Linear Models of Communication.**	20	CO2	BT2