

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MEDIA STUDIES  
END TERM EXAMINATION - JAN 2023**

**Semester :** SEMESTER I - 2022

**Course Code :** BAJ1012

**Course Name :** Sem I - BAJ1012 - Introduction to Communication Model

**Program :** BA Journalism and Mass Communication

**Date :** 6-JAN-2023

**Time :** 9.30AM - 12.30PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*

**PART A**

**ANSWER ALL THE FOLLOWING QUESTIONS**

**15 X 2 = 30M**

1. The Egyptian system of picture writing is known as
  - a) Pictography (CO1) [Knowledge]
  - b) Script
  - c) Models
  - d) None of the above
2. In a communication process sender is also known as
  - a) Receiver (CO1) [Knowledge]
  - b) Encoder
  - c) Channel
  - d) Decoder
3. The SMCR model of communication was devised by
  - a) Shannon & Weaver (CO2) [Knowledge]
  - b) David Berlo
  - c) Wilbur Schramm
  - d) Westley & McLean

4. Feedback is considered as  
a) Conviction (CO2) [Knowledge]  
b) Motor action  
c) description cycle  
d) multilaterality
5. \_\_\_\_\_ is an example of Linear model of communication.  
a) SMCR (CO2) [Knowledge]  
b) Osgood model  
c) Spiral of silence
6. Which is known as new media.  
a) a)print (CO2) [Knowledge]  
b) b)Radio  
c) c)TV  
d) d)Internet
7. Conceptual Model was given by\_\_\_\_\_  
a) Westley and MacLean's (CO3) [Knowledge]  
b) Riley & Riley  
c) Dance'
8. Interpreter is an element of which communication model?  
a) Westley and MacLean's (CO3) [Knowledge]  
b) Osgood Schramm model  
c) Wilbur Schramm
9. De Fleur Model of Communication majorly talks about\_\_\_\_\_  
a) Majority (CO3) [Knowledge]  
b) Minority  
c) Noise
10. Mass communication traditionally tends to be  
a) One-way. (CO3) [Knowledge]  
b) Communication from one (or a few) to many.  
c) All of the above
11. The first book printed by Johan Guttenberg was on  
a) Novel (CO4) [Knowledge]  
b) Religions  
c) Poetry
12. SITE programme took place in  
a) 1926 (CO4) [Knowledge]  
b) 1947  
c) 1975
13. Communication involves active interaction with our environments  
a) a)Physically (CO1) [Knowledge]  
b) b)Biologically  
c) c)Socially  
d) d)all the above

14. The Shannon and Weaver model of communication is  
a) a) Modular (CO2) [Knowledge]  
b) b) Circular  
c) c) Linear  
d) d) Non Linear
15. Communis means  
a) To share (CO4) [Knowledge]  
b) To see  
c) To observe

## PART B

### ANSWER ALL THE FOLLOWING QUESTIONS

8 X 5 = 40M

16. What does SMCR stand for? Elaborate the model with an example. (CO1) [Comprehension]
17. What do you understand my communication? (CO1) [Comprehension]
18. Explain the Aristotle's model of communication. (CO2) [Comprehension]
19. Why do we need the models of communication? (CO2) [Comprehension]
20. Explain the Westley and MacLean's Conceptual Model of Communication with a diagram. (CO3) [Comprehension]
21. Explain the Riley & Riley Model of Communication with a diagram. (CO3) [Comprehension]
22. What are your views about films as a form of communication? (CO4) [Comprehension]
23. What are your views on pictures as a mode of communication? (CO4) [Comprehension]

## PART C

### ANSWER ALL THE FOLLOWING QUESTIONS

2 X 15 = 30M

24. What do you understand by folk media? Elaborate its features and relevance in the current times with the help of a case study. (CO1) [Application]
25. Highlight the journey of Newspapers, books, Radio, T.V. and internet so far along with its basic characteristics, advantages and disadvantages. (CO4) [Application]

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