

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MEDIA STUDIES
MID TERM EXAMINATION - OCT 2023**

Semester : Semester I - 2023

Course Code : BAJ1012

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

Program : BAJ

Date : 31-OCT-2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Is it true that Communication is a continues process? yes or no?
(CO1) [Knowledge]
2. Expand SMCR.
(CO1) [Knowledge]
3. Aristotle talks about ____ speaking.
(CO2) [Knowledge]
4. What is transmission?
(CO2) [Knowledge]
5. Expand the name of UG theory.
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Write the dfference between verbal and non verbal communication. Elaborate the advantages & disadvantages of it.
(CO1) [Comprehension]
7. Explain the Harold D Laswell's model with a diagram. Write advantages and disadvantages of the same.
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 20 = 20M)

8. What is communication? What are different types of communication on the basis of the number of participants in the process. Explain each type with appropriate examples and highlight their advantages & disadvantages.

(CO1) [Application]