

QP CODE: D2BJM2401	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025		
MAJOR COURSE		
JOU2CJ101 : COMMUNICATION:CONCEPTS AND PROCESSES		
(Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. List two reasons why communication is significant.	BL1	CO1
2. Name one type of group communication.	BL1	CO1, CO4
3. Name one function of television.	BL1	CO1, CO4, CO5
4. What is a psychological barrier?	BL1	CO1, CO6
5. Name one type of radio broadcasting.	BL1	CO1, CO4, CO5
6. Explain what feedback is in the communication process.	BL2	CO2
7. Differentiate between intrapersonal and interpersonal communication.	BL2	CO1, CO2, CO4
8. Evaluate the effectiveness of folk media in modern times.	BL2	CO1, CO4, CO5
9. Give an example of a situation where an attitude barrier might hinder effective communication.	BL2	CO1, CO6
10. Explain how non-verbal communication can reinforce a verbal message.	BL2	CO1, CO2, CO4
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Explain how you would use "completeness" and "conciseness" in a crisis communication scenario.	BL3	CO2
(PTO)		

12.	Discuss the impact of mass media on society. Explain how mass communication can shape public opinion and influence behavior.	BL2	CO1, CO2, CO4, CO5
13.	Discuss the multifaceted role of mass media in society by analyzing how the functions of informing, educating, entertaining, and socializing are interconnected.	BL2	CO1, CO4, CO5
14.	Define "communication barriers" in detail. Provide at least three distinct examples of such barriers. Explain how these barriers can impact the effectiveness of a communication process.	BL2	CO1, CO2, CO6
15.	Evaluate the importance of understanding cultural barriers in today's globalized world.	BL5	CO1, CO6
16.	Analyze how cultural differences can act as barriers to effective communication. Provide examples of cultural differences and their impact.	BL4	CO6
17.	Analyze the unique characteristics and functions of print media and evaluate its continued relevance in contemporary society.	BL4	CO1, CO4, CO5
18.	Analyze how film reflects and influences social and political issues.	BL4	CO1, CO4, CO5

Section C

Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)

19.	New media has revolutionized communication practices and transformed the media landscape. Analyze the unique characteristics and functions of new media, particularly social media and online platforms.	BL5	CO1, CO2, CO4, CO5
20.	"The power of mass media can be both a boon and a bane to society." Elaborate on this statement by examining the various dysfunctions of mass communication.	BL4	CO1, CO2, CO4, CO5

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)