

QP CODE: D2BJM2501	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026		
(Regular/Improvement/Supplementary)		
Discipline Specific Core (DSC) Courses - Major		
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. Why is communication essential for society?	BL1	CO1
2. What is formal communication?	BL1	CO2, CO4
3. Name the four main functions of mass communication.	BL1	CO1, CO4, CO5
4. What is a "cultural norm"?	BL1	CO1, CO6
5. Name two types of print media.	BL1	CO1, CO4, CO5
6. Describe how "correctness" contributes to effective communication.	BL2	CO3
7. State the characteristics of effective small group communication.	BL2	CO4
8. Describe the key characteristics of social media.	BL2	CO1, CO4, CO5
9. Explain how language differences can create linguistic barriers.	BL2	CO1, CO6
10. Describe the concept of audience in mass communication.	BL2	CO4, CO5
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Discuss the importance of "feedback" in the communication process. Explain how feedback helps in ensuring effective communication.	BL2	CO2
12. Apply conflict resolution strategies to an interpersonal communication scenario. Analyze the communication patterns and propose solutions for resolving the conflict.	BL3	CO1, CO2, CO4
(PTO)		

13.	Discuss the potential for integrating folk media with digital platforms to enhance communication effectiveness.	BL4	CO1, CO4, CO5
14.	Analyze how a combination of physical and linguistic barriers can affect communication.	BL4	CO1, CO6
15.	Compare and contrast physical and psychological barriers in the context of online learning.	BL4	CO1, CO2, CO6
16.	Discuss how technological advancements have influenced communication effectiveness, both positively and negatively.	BL4	CO1, CO2
17.	Explain the impact of film as a cultural and artistic medium.	BL5	CO1, CO4, CO5
18.	Analyze the functions and characteristics of television as a mass communication medium.	BL5	CO1, CO4, CO5

Section C

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

19.	Discuss the role of digital technologies, such as podcasting and streaming, in transforming the radio industry, and consider the future of radio broadcasting.	BL5	CO1, CO2, CO4, CO5
20.	Harold Lasswell's functions of surveillance, correlation, and transmission of culture have been foundational in mass communication theory. Evaluate the relevance of these functions in the digital age, considering the rise of social media	BL5	CO1, CO2, CO4, CO5

CO : Course Outcome

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