

Seat No: \_\_\_\_\_

Enrollment No: \_\_\_\_\_

**PARUL UNIVERSITY**  
**FACULTY OF ARTS**  
**M.A. Winter 2019 – 20 Examination**

**Semester: 1**

**Subject Code: 15205101**

**Subject Name: Theories & Practice of Communication**

**Date: 19/11/2019**

**Time: 10:30am to 1:00pm**

**Total Marks: 60**

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**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as directed.**

**(08)**

**A. Multiple choice type questions. (Each of 0.5 mark)**

1. Word 'Communication' is derived from which Latin word?
  - a. Communalis
  - b. Communis
  - c. Communae
  - d. Communes
2. This communication involves use of speech and writing to communicate.....
  - a. Non – Verbal Communication
  - b. Verbal Communication
  - c. Oral Communication
  - d. None of the above
3. .... is not a part of official corporate communication.
  - a. Speech
  - b. Conferences
  - c. letters
  - d. Poetries
4. Language that allows for the possibility of several different meanings is.....
  - a. Slang
  - b. Relative terms
  - c. Equivocal language
  - d. None of the above
5. Lasswell's Model of communication does not include .....
  - a. Source
  - b. Effect
  - c. Feedback
  - d. Message
6. .... is not one of the factors affecting communication
  - a. Appearance of communicator
  - b. Language
  - c. Clarity of message
  - d. Lack of feedback
7. .... involves checking grammatical errors and proof reading a written document.
  - a. Writing
  - b. Planning
  - c. Editing
  - d. None of the above
8. .... is not the element of communication
  - a. Communicator
  - b. Objective
  - c. Channel
  - d. Gatekeeper
9. The borrowed must be cited
  - a. True
  - b. False
  - c. Not always
  - d. Not mandatory
10. David Berlo's liner model is also known as .....
  - a. SMCR Model
  - b. Bullet Theory
  - c. Harold Laswell's Model
  - d. Shannon and Weaver's Model.
11. The three levels of problems in analysis of communication in Shannon and Weaver's Model are technical problems, .....and effectiveness problems.
  - a. Accuracy
  - b. Feedback
  - c. Message
  - d. Semantic
12. Elisabeth Noelle proposed .....theory.
  - a. Normative Theory
  - b. Hypodermic Theory.
  - c. Authoritarian Theory
  - d. Spiral Theory
13. Although majority of us have the ability to talk, not many amongst us can.....
  - a. Communicate
  - b. Listen
  - c. Observe
  - d. None of the above.

14. Ignorance of medium is which type of barrier?  
 a. Psychological Barrier. c. Physical Barrier  
 b. Semantic Barriers. d. Resistance to change
15. Communication is the .....of social and commercial intercourse.  
 a. Cause c. Two way process  
 b. Skill d. Modus operandi
16. .... dialogue or a conversation without the intervention of another person or a machine like the telephone.  
 a. Interpersonal Communication c. Intrapersonal Communication  
 b. Mass Communication d. Group Communication

**B. Answer in short. (Each of 01 mark)**

**(07)**

1. What is Proxemics?
2. Define Information overload.
3. Who is an encoder?
4. What is noise in communication?
5. What is context and content?
6. Define Mass Communication.
7. Vocalics is also known as?

**Q.2 Answer the following.**

**A.** Explain the functions of Non-Verbal Communication.

**(04)**

**B.** Discuss the types of communication.

**(04)**

**C.** Describe Rule 2 and 3 of communication

**(04)**

**OR**

**C.** Describe Rule 4 and 5 of communication

**(04)**

**Q.3 Answer the following.**

**A.** What are the elements of communication? Explain.

**(05)**

**B.** What is feedback and what is the importance of feedback in communication? Explain with example keeping social media in mind.

**(05)**

**C.** What is 'noise' in communication? State its various types and discuss briefly any one which you think is the most significant of all.

**(05)**

**OR**

**C.** What are characteristics of a good communicator?

**(05)**

**Q.4 Answer the following.**

**A.** Explain the spiral theory of communication.

**(06)**

**B.** Discuss SMCR Model of Communication.

**(06)**

**C.** Describe the Hypodermic Needle or Magic Bullet theory in detail with all its importance and weaknesses.

**(06)**

**OR**

**C.** Explain Shannon and Weaver's Model of Communication.

**(06)**