

KSIRHNA KANTA HANDIQUI STATE OPEN UNIVERSTIY
MMC/PGDMC 1st Sem. Examination, 2014
 Paper - 01
 Concept of Communication

Time : 3 Hrs.

Full Marks : 80

1. Answer the following questions (any five) 2×5 = 10
 - (a) Define semantic noise.
 - (b) Define 'Mass'.
 - (c) Name at least two functions of mass communication.
 - (d) What is SITE?
 - (e) What is infotainment?
 - (f) What is community media?

2. Answer the following questions (any five) 10×5 = 50
 - (a) Discuss the complete communication process with proper logic and examples.
 - (b) Define various terms with proper examples
 - (i) Sender (ii) Receiver
 - (iii) Message (iv) Channel
 - (v) Feedback
 - (c) Discuss the various types of communication with proper examples.
 - (d) Describe the communication strategies for the rural development.
 - (e) Discuss Alternative Media as a tool for societal change.
 - (f) Discuss the impact of society on communication process.

3. Write the short notes (any four) 5×4 = 20
 - (a) Culture and communication.
 - (b) Information rich.
 - (c) Printing Technology of the modern era.
 - (d) Physical barriers in communication.
 - (e) PCI.
 - (f) Violence through TV.

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