



QP CODE: 24044475



Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE

EXAMINATIONS, OCTOBER 2024

Fifth Semester

B.Voc Animation and Graphic Design

AGFX502 - INTRODUCTION TO COMMUNICATION

2018 Admission Onwards

643A726B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Encoding .
2. List out Major Listening barriers.
3. What is Linear model?
4. What is Shannon and Weaver model of Communication?
5. Mention some of the Group skills.
6. What is Forum?
7. What is Case Study?
8. Cinema.
9. Difference between Goup communication and Public Communication.
10. What is Seminar?
11. Theatre.
12. New Media.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the nature of Communication.
14. What is the relationship between culture, values and communication?



15. What is mass communication? Discuss its role and importance in society.
16. Explain the Functions of Mass Media.
17. What is Group Discussion? What is the purpose of a Group discussion?
18. How do you communicate effectively at work meetings?
19. Explain about the effective written communication skills.
20. Communication through different media, Explain.
21. Write short essay on Promotional Advertisement in Television.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Evolution of Communication from ancient to modern time.
23. "With the onslaught of the electronic media, the traditional media are no longer considered as effective tools of Communication" Comment , discussing in brief their use in mass communication.
24. Describe different definitions of mass communication .Explain with illustration the recent scenario of mass media of India.
25. Explain the Issues of media among the society.

(2×15=30)