DECEMBER 2024 **P/ID 36805/PJO1E**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. Communication Process
2. Transactional Exchange
3. Feedback Loop
4. Evolutionary Communication
5. Cross-Cultural Comparison
6. Social Semiotics
7. Media Literacy
8. Rhetoric Model
9. Communication Apprehension
10. Viral Communication
11. Memetic Theory
12. Critical Mass.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What are some common barriers to effective communication?

14. What is signaling theory in communication?

15. What are the key characteristics of nonverbal communication?

16. How do communicative codes shape our understanding of the world?

17. What are the main features of interpersonal communication?

18. How does sense-making methodology aid information processing?

19. What is the role of information scent in user behavior?

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the principles of good communication and their practical applications.

21. Examine the relationship between language instinct and the development of language and thought.

22. Evaluate the impact of technology on written communication.

23. Compare different approaches to developing communication competence.

24. Analyze the process of information diffusion in modern communication networks.

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