MAY 2023 **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. Interpersonal Communication
2. Purposes of Communication
3. Language Instinct
4. Evolutionary Communication
5. Visual Communication
6. Written Communication
7. Public Communication
8. Communication Competence
9. Rhetoric Model
10. Information Foraging
11. Infodemiology
12. Memetics

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What are some common barriers to effective communication, and how can they be overcome?

14. How does emotional intelligence influence communication effectiveness?

15. What are the key concepts in nonverbal communication, and how do gestures and body language convey messages?

16. What is semiotics, and how does it apply to the study of signs and symbols in various forms of communication?

17. Explain the concept of non-violent communication and discuss how it can be applied to resolve conflicts peacefully.

18. What are the essential skills for effective communication, and how can individuals develop and enhance these skills?

19. Explain the Wilson Model and Johnson's Model, of information seeking behaviour.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Discuss the fundamental elements of communication, including sender, message, channel, receiver, and feedback, discussing their roles in the communication process.

21. Analyze the Signaling Theory of Communication, exploring its applications in various fields and its implications for understanding human communication.

22. Compare and contrast traditional models of human communication and discuss their strengths and limitations in explaining the communication process.

23. Compare and contrast intrapersonal and interpersonal communication, discussing their similarities, differences, and significance in daily interactions.

24. Discuss the Diffusion of Innovation theory, exploring how new ideas and technologies spread through social networks and communities.

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