MAY 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. Nonverbal communication
2. Channel
3. Active listening
4. Emotional intelligence
5. Semiotics
6. Orality
7. Organizational Communication
8. Non-violent Communication
9. Ethical Communication
10. Information Theory
11. Information Visibility
12. Memes

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. What are the fundamental elements of communication and how do they form the basis of effective communication?

14. What is the Signaling Theory of Communication and how does it apply to both human and animal communication?

15. What are media and communicative codes?

16. Explain the basics of visual communication?

17. What is intrapersonal communication and how does it influence an individual's self-concept and perception of the world?

18. What is communication apprehension and how does it impact individuals' ability to communicate effectively?

19. What are the key principles behind the Diffusion of Innovation theory?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Discuss the cognitive aspects of communication, including language comprehension, memory and information processing, and their impact on effective communication strategies.

21. Analyze the impact of communication technology on interpersonal relationships and discuss its advantages and disadvantages.

22. Analyze writing as a technology, tracing its historical development and discussing its transformative effects on human communication and knowledge dissemination.

23. Discuss the essential skills for effective communication, providing examples of how these skills can enhance interpersonal relationships, teamwork and leadership.

24. Discuss Information Foraging as a psychological theory of information seeking, considering its implications for user behavior in online environments.

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