

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-1)
HUMAN COMMUNICATION
Subject Code : BMEFT-101
M.Code : 13501

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer the following terms briefly :

- a) Communication
- b) Source-encoder
- c) Channel
- d) Motivation
- e) Media
- f) Entertainment
- g) Debate discussion
- h) Verbal communication
- i) Intrapersonal communication
- j) Entropy

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SECTION-B

2. Give a standard definition of communication.
3. List the various elements of communication.
4. Write a note on the communication function of '*Culture Promotion*'.
5. Highlight the importance of non-verbal communication.
6. What is redundancy?

SECTION-C

7. Why do we study Human Communication?
8. Discuss the importance and uses of Lasswell Formula.
9. Write an overview of the media industry in India.

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NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student..