

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(MEFT) (Sem.-1)
HUMAN COMMUNICATION
Subject Code : BMEFT-101
Paper ID : [F0301]

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 has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

SECTION-A

1. Answer the following terms briefly :

- a) Written Communication
- b) Multimedia
- c) Social Media
- d) Intrapersonal Communication
- e) Formal Communication
- f) Television Broadcast
- g) Decoding
- h) Tactical Communication
- i) Interpersonal Skills
- j) Print Media

SECTION-B

2. What is verbal communication? Why is Verbal Communication important? Discuss.
3. “*New communication technologies have a market social impact*”. Comment.
4. Explain the various characteristics of communication. Which characteristic out of them is most effective? Discuss.
5. Explain the process of communication with the help of Schramm’s Model of Communication.
6. Distinguish between Interpersonal and Group Communication with examples.

SECTION-C

7. Explain any two Communication Models in detail.
8. Discuss the evolution of Electronic Media Industry in India.
9. Define Communication. Explain the Function and Process of Communication.