

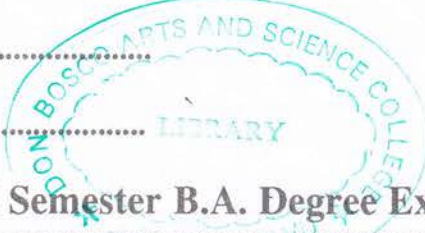


M 6604

B.A.

Reg. No. :

Name :



First Semester B.A. Degree Examination, November 2009
FUNCTIONAL ENGLISH (Complementary)
Course – I : Mass Communication Studies (IC01 JNL)

Time: 3 Hours

Total Weightage : 30

PART – A

Answer **any twelve** questions not exceeding **fifty** words **each**. **Each** question carries **1** weightage. **(Weightage 12×1=12)**

1. Communication, the social process.
2. Subjective culture.
3. Ideal global culture.
4. Gestures in communication.
5. Rhetoric in communication.
6. Mc Bride Sean.
7. Osgood Model.
8. News Letters and House Journals.
9. Workshops, a medium.
10. Follow-up.
11. Listening, a skill.
12. Task-force.
13. Cultural determinants.

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M 6604



14. Posture in communication.
15. Noticeboard.
16. Road shows.

PART - B

Answer **any five** questions in not exceeding **150** words. **Each** question carries **2** weightages. **(Weightage 5×2=10)**

17. Face to face conversation.
18. Investigative journalism.
19. Purposes of meeting.
20. Use of Blackboard.
21. OHP.
22. Elements of reporting.
23. Choice of words in communication.
24. Written communication.

PART - C

Answer **any two** of the following in not exceeding **450** words. **Each** question carries **4** weightages. **(Weightage 2×4=8)**

25. Media - audience interaction.
 26. Symbolic communication.
 27. Business stimulation.
 28. Acculturation.
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