

<b>QP Code: D 122639</b>		<b>Total Pages: 1</b>	<b>Name:</b>
		<b>Register No.</b>	
<b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>			
<b>JOURNALISM AND MASS COMMUNICAITON</b>			
<b>JOU2CJ101: COMMUNICATION - CONCEPTS AND PROCESSES</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time :2 Hours</b>			<b>Maximum Marks :70</b>
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)</b>			
1	Message		
2	Cultural barrier		
3	Mass communication		
4	Role of feedback in communication		
5	Psychological noise		
6	Paralanguage in communication		
7	Vertical communication		
8	News gatekeeping process		
9	Interactive media		
10	Media literacy		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)</b>			
11	Differentiate between verbal and nonverbal Communication		
12	What are the different definitions of communication? Explain briefly.		
13	How do films reflect and influence societal norms? Discuss.		
14	What are the interactive features of new media that enhance communication?		
15	Explain the importance of clarity and conciseness in communication.		
16	Discuss the role of radio in an era dominated by digital media.		
17	What are the key dysfunctions of television as a medium of communication?		
18	Explain the nature and characteristics of print media.		
<b>Section C</b>			
<b>Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)</b>			
19	Describe the different types of communication and their significance.		
20	Explain the barriers of communication in detail, with real-life examples and possible solutions.		