

QP Code: D 112631		Total Pages: 1	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024			
(CUFYUGP)			
JOU1MN101 Basics of Communication			
2024 Admission onwards			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Define communication and explain its importance in daily life.		
2	Explain the importance of feedback in improving communication skills?		
3	What are the primary differences between print media and new media?		
4	Explain the role of virtual assistants in automated communication.		
5	What is interactive communication? Provide an example.		
6	Briefly describe two barriers in communication.		
7	Describe public opinion		
8	Define formal and informal communication.		
9	Define the term "communication tool" and provide an example of an AI tool used in communication.		
10	Explain the term Digital Divide.		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Discuss the essential communication etiquettes one must follow in professional emails and letters.		
12	Explain the role of active listening in an interview.		
13	Explain how media convergence is reshaping journalism and content creation.		
14	Discuss the role of television as a medium of mass communication.		
15	Analyses the types of communication and explain how each type serves different functions.		
16	Discuss the role of non-verbal communication in conveying meaning.		
17	Trace the functions and dysfunctions of mass communication.		
18	Discuss the evolution of print media and its impact on society.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Explain the impact of cinema on culture and society from silent films to the present-day digital era.		
20	Discuss in detail the role of media in society. How has media evolved to reflect and influence societal values and norms?		