Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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|  |  |  |  |
| **Code :** | **17MC2004** | **Duration :** | **3hrs** |
| **Sub. Name :** | **COMMUNICATION THEORIES** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Demonstrate the Mathematical Model of Communication with the help of a diagram. Explain different types of Noise in Communication. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Explain Spiral of Silence with relevant examples. | CO5 | 20 |
|  |  |  |  |  |
| 3. |  | Write about Magic Bullet, Limited Effects and Agenda Setting Theories. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | List the importance and uses of Gratification Theory. Cite relevant examples. | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Draw one linear and one circular model of Communication. Distinguish between the two. | CO4 | 20 |
| **(OR)** | | | | |
| 6. |  | Distinguish between passive and active audiences. Analyse with the help of relevant theories. | CO6 | 20 |
|  |  |  |  |  |
| 7. |  | Explain Technological Determinism and its connection to Modernism. | CO2 | 20 |
| **(OR)** | | | | |
| 8. |  | Write about Social Presence in contemporary theory. | CO6 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Discuss Berlo’s SMCR Model. Draw and explain Aristotle’s Model of Communication. | CO1 | 20 |