

QP Code: D132746		Total Pages: 1	Name:
		Register No.	
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
JOU1MN101 - BASICS OF COMMUNICATION			
2025 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	Mass communication		
2	Podcasts		
3	Filter Bubbles		
4	Artificial Intelligence		
5	Press release		
6	Non-verbal communication		
7	Chatbots		
8	Sci-fi movies		
9	Digital Divide		
10	Augmented Reality		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Explain the 7 C's of communication		
12	Explain the role of user experience (UX) in digital communication.		
13	Explain the advantages of live reporting.		
14	Explain the strengths and weaknesses of radio as a mass medium.		
15	Describe the role of virtual assistants in daily communication.		
16	How do you prepare for conducting an interview on a TV channel?		
17	What are the main stages in an interpersonal communication process?		
18	Why does print media still matter in the digital age? Explain its strengths.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Explain the elements of communication and their significance for effective communication.		
20	Discuss how social media algorithms can polarise public opinion and suggest remedies.		

QP Code: D132739		Total Pages: 1	Name:
			Register No.
FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
JOU1MN101 Basics of Communication			
2024 Admission only			
Maximum Time :2 Hours		Maximum Marks :70	
Section A			
All Question can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
1	Intrapersonal communication		
2	Print Media		
3	Digital Literacy		
4	Chatbots		
5	Media Convergence		
6	Memos		
7	Verbal communication		
8	Augmented Reality		
9	Social Media Algorithms		
10	Broadcast Media		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Define communication.		
12	Identify the key characteristics of digital media platforms.		
13	Classify the different types of communication.		
14	Compare and contrast broadcast media and digital media.		
15	Analyze the nature and significance of communication.		
16	Explain the role of technology in modern communication.		
17	List in detail the major functions of mass communication.		
18	Differentiate between encoding and decoding in the communication process.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	Explain the process of communication and its importance in everyday life.		
20	Evaluate the transformative impact of artificial intelligence (AI) on modern communication practices, analyze its primary applications (such as chatbots, virtual assistants, and content generation) and critically assessing the benefits and challenges of AI-powered communication.		

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?		