

QP Code: D141352		Total Pages: 1	Name:
		Register No.	
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
JOURNALISM AND MASS COMMUNICATION			
JOU2CJ101/JOU2MN100 Communication: Concepts and Processes			
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	F.M Radio		
2	Kinesics		
3	Verbal communication.		
4	New media		
5	Communication source		
6	Organisational Communication		
7	Interpersonal communication		
8	Feedback in communication		
9	Mass Culture		
10	Decoding in communication process		
Section B			
All Question can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
11	Explain the characteristics of group communication.		
12	Explain the functions of mass communication.		
13	Analyse the roles and significance of non-verbal communication in interpersonal communication.		
14	Examine the role of community radio in promoting local culture and traditions.		
15	Distinguish between public and mass communication.		
16	Describe physical and linguistic barriers with examples.		
17	What are the main factors affecting effective communication?		
18	Analyse the role of folk media in cultural transmission.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
19	Describe the nature and characteristics of print media.		
758447	Explain the 7 Cs of communication and discuss their significance in effective communication.		

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JOURNALISM AND MASS COMMUNICAITON			
JOU2CJ101: COMMUNICATION - CONCEPTS AND PROCESSES			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling : 24 Marks)			
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		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling : 36 Marks)			
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.		
Section C			
Answer any ONE .Each Question carries 10 marks (1x10=10 Marks)			
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.		