

Reg. No.:



Name:

University of Kerala

U8803

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC100 - Basics of Communication

Academic Level: 100-199

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Cite the act of converting a message into symbols called	RE	3
2	Describe interpersonal communication?	RE	2
3	What is formal communication? Provide an example.	UN	1
4	Abstract the core idea of richness in the context of MediaRichness Theory	UN	4
5	Name two examples of formal communication	UN	2
6	Outline the process of converting ideas into symbols	UN	1

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Interpret how do language barriers affect communication?	UN	2
8	Identify key characteristics of convergent Journalism.	UN	2
9	Implement two solutions to address a communication barrier in a workplace	AP	3
10	Explain the role of Feedback in Communication.	AP	2
11	Recommend visual cues to enhance audience engagement in a presentation.	AP	3

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Interpret the role of technology in enhancing communication. OR B) Interpret the key differences between intrapersonal, interpersonal, and group communication, highlighting their impact on human interaction.	AP	3, 3
13	A) Apply the 7 C's of communication to ensure the memo is clear and effective. OR B) 1. Apply the principles of effective listening to a scenario where a misunderstanding occurs due to poor listening skills. How can the issue be resolved?	AP	2, 3
14	A) How does technology improve communication? OR B) Compare any two models of Communication	AN	3, 2
15	A) Detect common barriers to effective communication in an organizational sector OR B) Analyse how do individuals use media content to regulate their emotionsand moods	AN	3, 4

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse the different types of communications with example OR B) Break down the process of communication and explain how each stage affects the final message.	AN	2, 1
17	A) Appraise the effectiveness of different resume format in job applications. OR B) List the 7 Cs of communication and evaluate how they enhance message clarity	EV	3, 2
18	A) Review the impact of convergence journalism on traditional media platforms. OR B) Discuss the role of mass communication in society and its impact on public opinion.	EV	3, 4
19	A) Construct a formal business letter for a job application or a complaint. OR B) Develop a training module that teaches professionals how to enhance listening skills in work place communication?	CR	3, 5