

Reg. No.:



Name:

University of Kerala

U9104

Second Semester FYUGP Degree Examination, April 2025

Discipline Specific Core Course

JOURNALISM

UK2DSCJMC101 - Communication Skills and Applications

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	Name the two types of verbal communication.	RE	4
2	Outline two main features of an informational text.	RE	3
3	Mention two limitations of a Public Speaker?	UN	3
4	What is reading comprehension?	UN	2
5	Illustrate the process of communication.	UN	1
6	List three types of written texts that require interpretation.	UN	2

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	Describe the role of a moderator in a group discussion.	UN	3
8	Explain the importance of non-verbal communication in day-to-day interactions.	UN	3
9	Reflect on how the 'attitude' of the speaker and listener influences the communication process.	AP	1
10	Demonstrate how object language affects first impressions in a job interview.	AP	2
11	How can a writer create an understandable whole in writing an article?	AP	4

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) How do you structure a public talk on mental health and well-being OR B) Adapting speed reading technique is essential for a television news reader? Why? Where else can this technique be employed?	AP	1, 2
13	A) Recall any one of the cinematic experiences that portray silence as an effective communication tool. Deconstruct the scene and discuss how silence contributes to the scene as a whole. OR B) Break down the key elements of public speaking.	AP	3, 3
14	A) Discuss the role of print media in enhancing language skills. OR B) Analyse some common mistakes in public speaking, and how can they be avoided?	AN	2, 3
15	A) Differentiate between revising and editing. OR B) Examine how chronemics influences workplace communication.	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) Compare and contrast interpersonal communication with mass communication. How do their purposes and methods differ? Provide examples to support your analysis. OR B) What are the fundamentals of public speaking?	AN	4, 3
17	A) Misunderstanding and conflicts can be reduced if people would listen to the message with enough attention. Evaluate if the statement is a barrier for listening? OR B) Assess the contribution of print media in developing reading and comprehension skills in its audience.	EV	1, 2
18	A) Discuss how Artificial Intelligence influences human communication patterns and social interactions?. OR B) Write a well-structured note on the impact of social media in today's society, discussing its benefits, challenges, and overall influence.	EV	4, 4
19	A) Prepare a content for a powerpoint presentation emphasizing on the tourism promotion about the beautiful places to visit in Kerala, its geographical importance, culture, cuisine etc by applying the effective techniques of a powerpoint. OR B) Suggest the mechanisms for better content treatment for publications.	CR	3, 2