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**Total No. of Questions : 09**

**B.Sc.(JAMC) (Sem.-1)**

# COMMUNICATION THEORIES, MODELS AND SKILLS

**Subject Code : BJAMC-109**

**M.Code : 13005**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

- 1. Write briefly :**

- a) Notice
- b) Minutes
- c) Powerpoint
- d) Mass communication
- e) Response
- f) Encoding
- g) Selective composite
- h) Followers
- i) Innovations
- j) Change agent

### SECTION-B

2. What is the role of agenda in the conduct of meetings?
3. What is Lasswell's model?
4. Give your understanding of Play Theory.
5. Mention four telephone handling manners.
6. What is the Dance model of communication?

### SECTION-C

7. List the dos and don'ts of business report writing.
8. Discuss in brief the SMCR model of communication.
9. How can an effective presentation be prepared?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**