

Roll No. 

--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Management Studies (MEFT) (Sem.-1)

**HUMAN COMMUNICATION**

Subject Code : BMEFT-101

M.Code : 13501

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. Answer the following terms briefly :**

- a) Define communication
- b) Receiver
- c) Noise
- d) Feedback
- e) Encoder
- f) Interpersonal communication
- g) Content
- h) Treatment
- i) Lasswell
- j) Integration



#### SECTION-B

2. Highlight the importance of non-verbal communication.
3. Why is intrapersonal communication considered the most important form of communication?
4. List four characteristics of human communication.
5. Discuss the concept of message.
6. Draw Shannon & Weaver's model of communication.

#### SECTION-C

7. What is the present status of the media industry in India?
8. Discuss the function of communication.
9. Highlight the contribution of Wilbur Shramm to communication.

**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..**