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

# **HUMAN COMMUNICATION**

Subject Code: BMEFT-101 M.Code: 13501

Max. Marks: 60 Time: 3 Hrs.

### **INSTRUCTION TO CANDIDATES:**

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

## **SECTION-A**

# WWW.FilestRanker.com 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..

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