

- 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.

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