K25FY4236 Pages: 2 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg) Examination November 2025

KU1DSCJMC101 - FUNDAMENTALS OF COMMUNICATION

2025 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Define "cultural globalization" impacted by media.
2. What is the role of media in shaping societal values?
3. Explain the term "intrapersonal communication."
4. Define "communication barrier" with an example.
5. Identify two types of physical barriers in communication.
6. Define Aristotle's concept of communication.
7. Define communication in simple terms.
8. List the four components of Berlo's SMCR model.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Develop an interactive exercise for understanding communication elements.
10. Design a training module to improve understanding of communication elements.
11. Develop a strategy for handling feedback effectively in a remote work setting.
12. Create an outline for a training session on Aristotle's model of communication.
13. Propose a way to modify Dance's helical model for digital communication.
14. Develop a presentation to teach the role of noise in Shannon and Weaver's model.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Evaluate how audience segmentation affects media strategy in mass communication. Explain the role of mass media in crating awareness on social issues

16. Analyse the role of feedback in mass communication processes. Analyse the impact of print media on the preservation of culture.

17. Compare the influence of feedback in print and digital media. Discuss how hot and cool media can affect audience interpretation of messages.

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