

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023  
(First Semester)

Branch - ELECTRONIC MEDIA

COMMUNICATION THEORIES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which type of communication is characterized by communication within oneself, such as self-talk and introspection? A) Interpersonal B) Intrapersonal C) Group D) Mass	K1	CO1
	2	Which of the following is an example of non-verbal communication? A) Sending an email B) Talking on the phone C) Nodding your head to show agreement D) Writing a letter	K2	CO2
2	3	Who developed the "Two-Step Flow" model of communication, suggesting that opinion leaders play a crucial role in influencing public opinion? A) Aristotle B) Osgood and Schramm C) Newcomb D) Lazarsfeld	K1	CO1
	4	Which communication model emphasizes the role of the sender encoding a message, the channel through which it travels, and the receiver decoding it? A) Aristotle's model B) Lasswell's model C) Shanon and Weaver's model D) Westley and Maclean's model	K2	CO2
3	5	Which communication theory suggests that media messages are so powerful that they can directly influence and control the thoughts and behaviors of the audience? A) Magic Bullet Theory B) Two-step Flow Theory C) Cognitive Dissonance Theory D) Social Learning Theory	K1	CO1
	6	According to Lazarsfeld's Two-step Flow Theory, who plays a significant role in influencing public opinion? A) Media B) Political leaders C) Opinion leaders D) Family members	K2	CO2
4	7	Who is known for introducing the concept of "Technological Determinism" in communication theory? A) Marshall McLuhan B) Everett Rogers C) Karl Marx D) Harold Lasswell	K1	CO1
	8	In Roger's Diffusion of Innovations theory, what is the term used to describe individuals who are early adopters of new technologies or ideas? A) Innovators B) Laggards C) Majority D) Skeptics	K2	CO2

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5	9	Which of the following communication approaches emphasizes involving communities in decision-making and development processes? A) Top-down communication B) Mass media campaigns C) Participatory communication D) Traditional media	K1	CO1
	10	In the context of "India and Sustainable Development Goals," which of the following is one of the Sustainable Development Goals (SDGs)? A) Achievement of world peace B) Elimination of all taxation C) Quality education for all D) Mandatory military service for citizens	K2	CO2

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the 7 C's of communication for effective communication.	K2	CO1
	(OR)			
	11.b.	Discuss the different types of communication with examples.		
2	12.a.	You are a corporate trainer responsible for enhancing employee communication skills. Describe how Osgood and Schramm's circular model can be applied to design training programs that improve both sending and receiving aspects of communication.	K3	CO4
	(OR)			
	12.b.	As a team leader you are responsible for training a group of sales representatives to improve their communication skills with potential clients. How will you apply Aristotle's communication model to design a training program that helps them craft persuasive and effective messages?		
3	13.a.	As a marketing manager, you want to understand how selective exposure affects consumer behavior. How would you use the concept of selective exposure to tailor advertising campaigns to reach specific target audiences effectively?	K3	CO4
	(OR)			
	13.b.	In a corporate setting, explain how you would address cognitive dissonance among employees when implementing significant organizational changes. Provide practical communication strategies to alleviate cognitive dissonance and gain employee support during transitions.		

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4	14.a.	Investigate the Knowledge Gap Hypothesis and its implications for information inequality in society.	K4	CO5
	(OR)			
	14.b.	Examine the advantages and criticisms of technological determinism and its relevance in today's digital age.		
5	15.a.	Examine how Participatory Communication empowers marginalized communities to participate in decision-making processes related to environmental conservation, social justice, or community development.	K4	CO5
	(OR)			
	15.b.	Analyze the role of communication and media in for SDG implementation in India.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the major barriers to effective communication. Provide strategies to overcome these barriers.	K4	CO5
2	17	Examine the impact of media content on audience perceptions and beliefs, incorporating relevant communication theories to support your analysis.	K4	CO5
3	18	Compare and contrast Lazarsfeld's Two-step Flow Theory and the Multi-step Flow Theory. Discuss how these theories adapted to the digital age.	K4	CO5
4	19	Analyze the Normative Theories of Press, focusing on the key principles and guidelines they propose for the role of media in a democratic society.	K4	CO5
5	20	Analyze the significance of Information and Communication Technologies (ICT) in promoting sustainable development.	K4	CO5

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