

**ST JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27**  
**MID-SEMESTER TEST – AUGUST 2019**  
**VISUAL COMMUNICATION – I SEMESTER**  
**VC 1118: INTRODUCTION TO COMMUNICATION**

**Max Time: 1 Hour**

**Max. Marks: 30**

**A. Answer ALL in a word or a sentence** **(20x $\frac{1}{2}$ =10)**

- 1 a) Who invented printing?
- b) What type of communication is a big election rally?
- c) Mention any one type of formal, but interpersonal communication:
- d) In which form of communication, speech is not involved?
- e) In which country was paper invented?
- f) Who invented radio, in which year?
- g) Mention any one disadvantage of oral communication.
- h) How did the early humans communicate their feelings and expressions?
- i) Name the first printed book, using movable types.
- j) What are hieroglyphs?
- k) Name bodily five senses of communication.
- l) Write any one advantage of written communication.
- m) Where was the earliest script found?
- n) What is one person talking to a large number of people called?
- o) Give an example of group communication
- p) What is the name of the element which hinders communication?
- q) Write Harold Lasswell's definition of communication.
- r) When you misunderstand someone's conversation because of variations a language, it is called \_\_\_\_\_
- s) Who proposed the mathematical model of communication?
- t) Who demonstrated for the first time in public transmission of television signals in 1925?

**B. Answer any ONE in about 300 words** **(10x1=10)**

2. Explain various functions of communication.
3. What are the elements of communication? Explain.

**C. Answer any TWO in about 100-150 words each** **(5x2=10)**

4. Group communication.
5. Berlo's model of communication.
6. How is Schramm's model of communication different from Aristotle's?