



Register Number:

Date:

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**MA Advertising and Public Relations – I SEMESTER**  
**SEMESTER EXAMINATION: OCTOBER 2019**  
**APR 7119: COMMUNICATION THEORIES AND PRACTICES**

**Time: 2 ½ hrs**

**Max Marks: 70**

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

**This paper contains ONE printed page and THREE parts**

**I. Answer ANY FOUR of the following in about 100 words**

**(4 X 5 = 20)**

1. Explain two definitions of communication.
2. What is group communication? Explain with an example.
3. What are barriers in communication? Explain any one barrier with an example.
4. Explain indexical and symbolic signs with examples. **Or**  
Explain Aristotle's model of communication.
5. Who are opinion leaders? Explain with an example.

**II. Answer ANY TWO of the following in about 200 words**

**(2 X 10 = 20)**

6. Explain Dance model of communication with an example.
7. What is interpersonal communication? Explain the process using Mark Knapp's model.
8. Compare Authoritarianism and Libertarianism with examples.

**III. Answer ANY TWO of the following in about 300 words**

**(2 X 15 = 30)**

9. What are the three types of cues according to Barlund's model of communication? Apply it to a real world situation of your choice and explain.
10. Describe the evolution of Human Communication with different stages.
11. 'Media today are violating the norms of Social Responsibility' - Comment