Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
BE SEM-III Examination-Dec.-2011

Subject code: 133201   **Date: 17/12/2011**
Subject Name: Introduction to Communication theory
Time: 2.30 pm -5.00 pm   **Total marks: 70**
Instructions:
1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1 **(a)** Explain the concept of communication with the help of Osgood and   **07**
            Schramm circular model.
       (b) What are the cultural context of 'Development'.   **07**

Q.2 **(a)** What are the physical barriers to Communication?   **07**
       (b) Comment on 'Information Revolution'.   **07**
                                       OR
       (b) What care should be taken while planning general form and sequence of **07**
            questions in a questionnaire?

Q.3 **(a)** Comment on transition ' From stand alone technologies to   **07**
            'Convergence'.
       (b) Why is media considered a mighty force?   **07**
                                       OR
Q.3 **(a)** Explain the term Globalization with reference to recent advancement in **07**
            information technology
       (b) What is focused and unfocused interpersonal communication?   **07**

Q.4 **(a)** What kind of model was proposed by Berol?   **07**
       (b) Comment on National Telecommunication Policy(1994)   **07**
                                       OR
Q.4 **(a)** List down and explain Mechanical Barriers to communication.   **07**
       (b) What are the reasons for the revival of 'Modernization' Models?   **07**

Q.5 **(a)** Describe the Shannon and weaver model of Communication.   **07**
       (b) Explain- 'Structuralist Models'.   **07**
                                       OR
Q.5 **(a)** What are the functions of Communication?   **07**
       (b) Discuss 'Information Technologies': Development in India.   **07**

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