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GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-III • EXAMINATION – SUMMER 2013

	•	Code: 133201 Date: 29-05-2013		
Tiı	Subject Name: Introduction to Communication Theories Time: 02.30 pm - 05.00 pm Instructions: Total Marks: 70			
	2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	Explain the term Globalization with reference to recent advancement in Information Technology What kind of model was proposed by Berol	07 07	
Q.2	(a) (b)	Which are the :Alternativeø approaches to Development What are the criteria one should stick to while planning general form and sequence of questions in a questionnaire? OR	07 07 07	
	(b)	Discuss :History of Information Technology in Indiag	07	
Q.3	(a) (b)	Elaborate Interviews as a method of Data Collection Comment on transition :From stand alone technologies to Convergence OR	07 07	
Q.3	(a)	Explain the mathematical model of Shannon and Weaver and relate it to the concept of Communication Discuss :Information Technologies: Development in Indiaø	07 07	
Q.4	(b)(a)(b)	What are the reasons for the revival of :Modernizationø models Differentiate between Group Communication and Interpersonal Communication?	07 07 07	
		OR		
Q.4	(a) (b)	What are the Cultural Context of :Development@ Explain-:Structuralist Models@	07 07	
Q.5	(a) (b)	List down and explain Mechanical Barriers to Communication. Give your views on :National Task Force on Information Technologyø OR	07 07	
Q.5	(a) (b)	Comment on :New Computer Policyø(1984). What are the functions of Communication?	07 07	
