## **GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-III • EXAMINATION – SUMMER 2013**

Subject Code: 133201Date:29/05/20Subject Name: Introduction to Communication TheoryTime: 2:30-5:00 p.m.Time: 2:30-5:00 p.m.Total Marks:Instructions:Total Marks:			
			70
<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>			
Q.1	(a) (b)	Describe the Shannon and Weaver model of Communication. Write a brief note on: 'National Telecommunication Policy'.	07 07
Q.2	(a) (b)	Explain the three stages of Interpersonal Communication. Discuss History of Information Technology in India.	07 07
		OR	
	(b)	Define Barriers to Communication. Explain Psychological Barriers.	07
Q.3	(a)	What is the Cultural Context of 'Development'?	07
	<b>(b</b> )	What is SMCR model of Communication?	07
		OR	
Q.3	<b>(a)</b>	Explain in detail: 'Social and Cultural Implications'.	07
	<b>(b</b> )	Elaborate Interviews as a method of data Collection.	07
Q.4	(a)	What are the reasons for the revival of 'Modernization' models?	07
	<b>(b</b> )	Explain Lasswell Model of the Communication Process.	07
		OR	
Q.4	<b>(a)</b>	Discuss- 'New Computer Policy'(1984)	07
	<b>(b</b> )	What are the Functions of Communication?	07
Q.5	(a)	Give your views on 'National Task Force on Information Technology'.	07
-	<b>(b)</b>	What care should be taken while planning general form and sequence of questions in a questionnaire?	07
05	(-)	OR Commont on transition 'From stand along technologies to Convergence'	07
Q.5	(a) (b)	Comment on transition 'From stand alone technologies to Convergence'. Explain the term Globalization with reference to recent advancement in	07 07
	(0)	information technology.	U/
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