

GUJARAT TECHNOLOGICAL UNIVERSITY
B. E. - SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 133201**Date: 05-01-2013****Subject Name: Introduction to Communication Theory****Time: 10.30 am – 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|--|-----------|
| Q.1 | (a) What are the physical barriers to communication? | 07 |
| | (b) Explain in details- 'Information Revolution' | 07 |
| Q.2 | (a) What is SMCR model of Communication? | 07 |
| | (b) Explain different techniques of Communication. | 07 |
| OR | | |
| | (b) Explain in details- Social and Cultural Implications. | 07 |
| Q.3 | (a) Which are the Alternative Approaches to Development? | 07 |
| | (b) What is Mass media and Development? And Explain the need for National and International Regulations. | 07 |
| OR | | |
| Q.3 | (a) What are the Cultural context of 'Development'. | 07 |
| | (b) What kind of model was proposed by Berol? | 07 |
| Q.4 | (a) Discuss the essentials of a questionnaire. | 07 |
| | (b) What is the function of Communication? | 07 |
| OR | | |
| Q.4 | (a) Why is media considered a mighty force? | 07 |
| Q.4 | (b) Comment on National Telecommunication Policy(1994). | 07 |
| Q.5 | (a) Explain Osgood and Schramm's model. And Why Osgood and Schramm's model is applicable to human communication? | 07 |
| | (b) Explain the term Globalization with reference to recent advancement in information technology. | 07 |
| OR | | |
| Q.5 | (a) Explain Revival of 'Modernization' Models in details. | 07 |
| | (b) Explain Structuralist Models. | 07 |
