

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.

- 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**
