GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-III • EXAMINATION – WINTER 2013

Subject Code: 133201Date: 30-11-2013Subject Name: Introduction to Communication TheoryTime: 02.30 pm - 05.00 pmInstructions:1. Attempt all questions.2. Make suitable assumptions wherever necessary.3. Figures to the right indicate full marks.			
Q.1	(a)	Explain in detail - Revival of 'Modernization' Models.	07
	(b)	What is SMCR model of Communication?	07
Q.2	(a) (b)	Discuss National Telecommunication Policy(1994) Elaborate the concept of communication with the help of Osgood and Schramm circular model.	07 07
	(b)	OR Throw some light on 'Structuralists/Dependency Models'.	07
Q.3	(b)	What is focused and unfocused Interpersonal Communication?	07
	(a)	What are the Social and Cultural Implications?	07
	(b)	OR	07
Q.3	(a)	Comment on 'National Task Force on Information Technology'.	07
	(b)	Describe Berol's model of Communication. Why is it not universally accepted?	07
Q.4	(a)	Explain the term 'GLOBALIZATION'.	07
	(b)	Which are the Mechanical Barriers to Communication? Explain them in detail.	07
Q.4	(a)	What do you understand by the term 'The Information Superhighway'.	07
	(b)	Discuss the Shannon and Weaver Model of Communication.	07
Q.5	(a) (b)	Give your views on 'The Information Revolution'. Define Barriers to Communication. Explain Psychological Barriers. OR	07 07
Q.5	(a)	Which are the Alternative Approaches to Development?	07
	(b)	What is Nature and Process of Human Communication?	07
