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3 SEM TDC HSCH (CBCS) C 6

2023

(Nov/Dec)

HOME SCIENCE

(Core)

Paper : C-6

(Communication System and Mass Media)

Full Marks : 53

Pass Marks : 21

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Fill in the blanks : (1×3=3)

(a) Communication is a process by which _____ is exchanged between individuals.

(b) _____ is the perception that we have of ourselves.

(c) ICT stands for _____.

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2. Define the following terms :

2×3=6

- (a) Dyadic communication
- (b) Public communication
- (c) Interpersonal communication

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3. Answer any *four* of the following questions :

5×4=20

- (a) What do you mean by organizational communication? Explain the functions and networks of organizational communication. 1+2+2=5
- (b) Explain the stages in human relationship development. 5
- (c) Discuss the types and functions of small group communication. 2½+2½=5
- (d) Describe the barriers in intercultural communications. 5
- (e) Describe briefly any two theories of mass communication. 5

4. Differentiate between self-concept and self-esteem.

4+4=8

Or

Differentiate between culture and communication.

4+4=8

5. Answer any *two* of the following questions :

8×2=16

- (a) Define television. Mention the types of television. Explain the characteristics of television. 1+2+5=8
- (b) Write briefly about the models in communication. 8
- (c) Explain the types and functions of interpersonal communication. 4+4=8
