



ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27
BVOC Filmmaking & Animation - I SEMESTER
SUPPLEMENTARY EXAMINATION – OCTOBER 2019
VO 1216 – COMMUNICATION SKILLS

(Please attach the question paper along with the answer script)

Time: 2 ½ hours

Maximum marks: 70

This paper consists of ONE printed page and TWO parts
Follow instructions carefully and write answers accurately.

I. Answer any FOUR in about 150 to 200 words each: (4 x 10 = 40)

1. Give the meaning of communication. What is encoding and decoding?
2. Write short notes on any **four** of the following in about 50 words each:
 - a) Interpersonal Communication
 - b) Group Communication
 - c) Intrapersonal Communication
 - d) Pathos and logos
 - e) Mass line Communication
3. What is noise in the communication process? What are the kinds of noise?
4. Elucidate on empathy as an effective communication skill.
5. Explain the usefulness of persuasive speeches. Give examples of at least one political leader who has been successful in communicating effectively.
6. List out the barriers of communication.

II. Answer any TWO of the following in about 300 words each: (2 x 15 = 30)

7. With reference to a historical context as an example, explain how communication has played a revolutionary role.
8. What is mass communication? What are the categories under this?
9. What are the main elements in a communication process? Illustrate with a diagram and explain **OR** take an existing model to illustrate and explain.