



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.M.M. DEGREE EXAMINATION – ANIMATION**

**FIRST SEMESTER – NOVEMBER 2016**

**MM 1500 – INTRODUCTION TO COMMUNICATION**

Date: 05-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART-A**

**ANSWER THE FOLLOWING.**

**(10x2=20 Marks)**

1. Communication
2. Dyadic Communication
3. Decoding
4. Syntactical Noise
5. Proxemics
6. Paralanguage
7. Popular Culture
8. New Media
9. Ideology
10. Interactivity

**PART-B**

**ANSWER ANY FIVE QUESTIONS**

**(5x8=40 Marks)**

11. Write about the functions of Mass Communication.
12. What are the seven C's of communication.
13. What is Mass? Explain the Significant features of Mass.
14. Explain semiology.
15. Describe the barriers in Communication.
16. Elaborate the advantage and disadvantage of Interpersonal Communication.
17. Explain the characteristics of Verbal Communication.

**PART-C**

**ANSWER ANY TWO QUESTIONS**

**(2x20=40 Marks)**

18. Describe the process of Communication with suitable examples.
19. Trace the history of Communication.
20. Discuss the various types of the Non-Verbal Communication.
21. Write about new media and its impact on society.

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