

GUJARAT TECHNOLOGICAL UNIVERSITY**BE SEM-III Examination May 2012****Subject code: 133201****Subject Name: Introduction to Communication Theory****Date: 10/05/2012****Time: 02.30 pm – 05.00 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) Explain Lasswell Model of the communication process 07
(b) Explain the term Information Superhighway in proper details. 07
- Q.2** (a) Analyze the concept of Intrapersonal communication. Cite suitable examples 07
(b) Write a brief note on: 'National Telecommunication Policy'. 07
- OR**
- (b) Elaborate interviews as a methods of data collection. 07
- Q.3** (a) Which are the stages of Interpersonal Communication? Explain any two of them. 07
(b) Discuss the interrelationship between Mass Media-culture and Mass Culture. 07
- OR**
- Q.3** (a) What are the reasons for the revival of 'Modernization' models? 07
(b) Differentiate between group communication and Interpersonal communication? 07
- Q.4** (a) Explain the mathematical model of Shannon and Weaver and relate it to the concept of communication. 07
(b) Which are the 'Alternative' Approaches to Development? 07
- OR**
- Q.4** (a) Define barriers to communication. Explain psychological barriers. 07
(b) Discuss 'History of Information Technology in India'. 07
- Q.5** (a) What kind of communication takes place in focused and unfocused communication? 07
(b) Discuss- 'New Computer Policy'(1984) 07
- OR**
- Q.5** (a) Describe Berol's model of communication. Why is it not universally accepted? 07
(b) Give your views on 'National Task Force on Information Technology'. 07
