

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-III • EXAMINATION – SUMMER 2013****Subject Code: 133201****Date: 29-05-2013****Subject Name: Introduction to Communication Theories****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 the term Globalization with reference to recent advancement in Information Technology **07**
 (b) What kind of model was proposed by Berol **07**
- Q.2** (a) Which are the "Alternative" approaches to Development **07**
 (b) What are the criteria one should stick to while planning general form and sequence of questions in a questionnaire? **07**
- OR**
- (b) Discuss "History of Information Technology in India" **07**
- Q.3** (a) Elaborate Interviews as a method of Data Collection **07**
 (b) Comment on transition "From stand alone technologies to Convergence" **07**
- OR**
- Q.3** (a) Explain the mathematical model of Shannon and Weaver and relate it to the concept of Communication **07**
 (b) Discuss "Information Technologies: Development in India" **07**
- Q.4** (a) What are the reasons for the revival of "Modernization" models **07**
 (b) Differentiate between Group Communication and Interpersonal Communication? **07**
- OR**
- Q.4** (a) What are the Cultural Context of "Development" **07**
 (b) Explain-"Structuralist Models" **07**
- Q.5** (a) List down and explain Mechanical Barriers to Communication. **07**
 (b) Give your views on "National Task Force on Information Technology" **07**
- OR**
- Q.5** (a) Comment on "New Computer Policy"(1984). **07**
 (b) What are the functions of Communication? **07**
