

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-III • EXAMINATION – WINTER 2013****Subject Code: 133201****Date: 30-11-2013****Subject Name: Introduction to Communication Theory****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 in detail - Revival of 'Modernization' Models. **07**  
(b) What is SMCR model of Communication? **07**
- Q.2** (a) Discuss National Telecommunication Policy(1994) **07**  
(b) Elaborate the concept of communication with the help of Osgood and Schramm circular model. **07**
- OR**
- (b) Throw some light on 'Structuralists/Dependency Models'. **07**
- Q.3** (a) What is focused and unfocused Interpersonal Communication? **07**  
(b) What are the Social and Cultural Implications? **07**
- OR**
- Q.3** (a) Comment on 'National Task Force on Information Technology'. **07**  
(b) Describe Berol's model of Communication. Why is it not universally accepted? **07**
- Q.4** (a) Explain the term 'GLOBALIZATION'. **07**  
(b) Which are the Mechanical Barriers to Communication? Explain them in detail. **07**
- OR**
- Q.4** (a) What do you understand by the term 'The Information Superhighway'. **07**  
(b) Discuss the Shannon and Weaver Model of Communication. **07**
- Q.5** (a) Give your views on 'The Information Revolution'. **07**  
(b) Define Barriers to Communication. Explain Psychological Barriers. **07**
- OR**
- Q.5** (a) Which are the Alternative Approaches to Development? **07**  
(b) What is Nature and Process of Human Communication? **07**

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