

**Bachelor of Vocation (Journalism & Media) - 1st Sem. (Batch 2021-24)**  
**(2221)**

**Paper: Paper-III Communication: Principles & Practices**

**Time Allowed: 3hrs.**

**Max. Marks: 50**

**Note: Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section. All questions carry equal marks.**

*Section : A*

1. Explain how learning good communication skills can benefit your physical and emotional well being?
2. What are the barriers of communication? Give some examples.

*Section : B*

1. What is the difference between self-concept, self-esteem, self-worth, and self-image?
2. Discuss the role of mass communication in public life.

*Section : C*

1. Give a brief on Shannon-Weaver model.
2. What is communication model? Discuss any two linear models of communication with diagrams.

*Section : D*

1. Describe cultivation theory with examples.
2. What do you understand by Development? Discuss the theories of development.