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3 SEM TDC HSCH (CBCS) C 6

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(Held in January/February, 2022)

HOME SCIENCE

(Core)

Paper : C-6

(Communication System and Mass Media)

Full Marks : 53

Pass Marks : 21

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. State whether the following statements are True or False : 1×3=3
- (a) Public communication includes most of the informal everyday exchanges.
- (b) Intra-personal communication helps in creating social contacts and bridges across communities.
- (c) Self-concept is a psychological concept referring to an individual's view of oneself.

(2)

2. What do you understand by the following?

2×3=6

- (a) Proxemics
- (b) Task-oriented group
- (c) Self-esteem

3. Answer the following (any four) :

5×4=20

(a) What do you understand by ICT? Mention any three characteristics of ICT.

2+3=5

(b) Explain any one model of mass communication.

(c) What do you understand by intercultural communication? Write briefly the barriers of intercultural communication.

2+3=5

(d) Describe the stages in human relationship development.

(e) Discuss briefly any two benefits of self communication.

2½×2=5

4. Mention four characteristics of print media.

Write briefly on any two print media.

4+4=8

Or

What do you understand by organizational communication? Write briefly on any three functions of organizational communication.

2+6=8

(3)

5. Answer any *two* from the following : $8 \times 2 = 16$

- (a) Explain any four functions of mass communication. $2 \times 4 = 8$
- (b) Define small group communication. Discuss briefly any two types of small group communication. $2 + (3 \times 2) = 8$
- (c) "Intra-personal communication helps in self-development." Explain the statement.

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