

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID-SEMESTER EXAMINATION: AUGUST 2019
B.VOC- III SEMESTER
VO3216: Communication Skills - III

Time - 1 hour

Max Marks-30

This paper contains ONE printed page and TWO parts

- I. Answer any TWO of the following questions in 300 words. (2X10 = 20 marks)**
1. Explain Dominant paradigm and it's key characteristics.
 2. A new model of Apple iPhone has been launched in the market. Explain the adoption of this new model by society using Diffusion of Innovation.
 3. Explain the Basic Needs Model with an example.
- II. Answer any TWO of the following questions in 100 words. (2X5 = 10 marks)**
4. World system theory
- Or
- Role of Soviet Media Theory on development.
5. Magic multipliers
 6. Agenda setting