**ST. JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**M.A. ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 7122 – COMMUNICATION THEORY**

**Time: 1 hr Max Marks: 25**

**This paper contains ONE printed page and TWO parts**

1. **Write short notes on any THREE in 150 words each (3 x 5 = 15)**
2. Agenda Setting Theory
3. Diffusion of innovation
4. Uses and Gratifications theory
5. Social Marketing theory
6. Westley & Maclean’s model
7. **Answer any ONE in 400 words (1 x 10 = 10)**

6. Write brief notes on the following with illustrations.

1. Shannon and weaver's model (200 words)
2. Osgood & Schramm’s model (200 words)
3. What is communication? Explain different types of communication with examples.

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