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

Registration Number:

Date & Session:

**MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**APR 7122 COMMUNICATION THEORY**

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

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

1. **Answer any THREE questions in 200 words each: (3 x 5 = 15)**

1. Explain the features of Communication.

2. What is the Helical model of communication? Explain.

3. Who proposed the mathematical model of Communication? Illustrate and explain.

4. What are the main assumptions of social marketing theory?

5**.** Articulate the role ofUses and Gratifications theory**.**

1. **Answer any ONE question in about 300 words: (1 x 10 = 10)**

6. Elucidate the barriers of communication.

7. Explain any media effects theory.

8. What is Diffusion of Innovations Theory? Explain the categories under this theory with a relevant example of smartphone consumers.

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