Register Number:

DATE:02-03-2022

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MA Advertising & Public Relations (APR) - I Semester**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR 7221: Communication Theory & Practice (CTP)**

Time - 1 ½ hrs Max Marks- 35

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

1. **Write short notes on any FOUR in about 200 words each: (5 x 4 = 20)**
2. Rhetorical techniques
3. Noise
4. Encoding and Decoding
5. Redundancy and Entropy
6. Interpersonal Communication
7. **Answer any ONE in about 350 to 400 words. (1 x 15 = 15)**
8. Write a detailed note on Shannon and Weaver’s model of communication **OR** Frank Dance’s definition and model of communication.
9. What is group communication and mass communication? Explain.

With reference to group communication, what are its benefits in decision making?

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APR 7221\_A\_21