M. A. DEGREE EXAMINATION, NOVEMBER 2023
PUBLIC RELATIONS
FIRST SEMESTER

COURSE   : **CORE**
PAPER   : **INTERPERSONAL AND GROUP COMMUNICATION**
SUBJECT CODE : **23PR/PC/IG14**
TIME   : **3 HOURS**   **MAX. MARKS: 100**

Q. No.	SECTION A **Answer all Questions (Multiple Choice)** (10x1= 10 marks)	CO	KL

1	What is the primary purpose of communication?
	   a) To persuade b) To express emotions
	   c) To convey information d) To entertain
		1	1

2	Which form of communication is non-verbal and includes body language, gestures, and facial expressions?
	  a) Written communication b) Oral communication
	  c) Visual communication d) Verbal communication
		1	1

3	Active listening involves:
	  a) Speaking more than listening
	  b) Interrupting the speaker
	  c) Giving full attention to the speaker and providing feedback
	  d) Ignoring the speaker's message
		1	1

4	Which interpersonal communication model highlights the role of cultural factors in communication?
	  a) Linear Model b) Social Penetration Model
	  c) Cultural Model d) Transactional Model
		1	1

5	Which communication model focuses on the "who says what through which channel to whom and with what effect" formulation?
	  a) Lasswell Formula
	  b) Shannon and Weaver's Model
	  c) Osgood and Schramm's Model
	  d) David Berlo's Model
	  e) SCMR Model
		1	1

6	David Berlo's Model of Communication includes which of the following elements as crucial for effective communication?
	  a) Sender, Receiver, and Message
	  b) Source, Message, Channel, Receiver, and Destination
	  c) Encoder, Decoder, and Medium
	  d) Source, Encoder, Decoder, and Destination
		1	1

7	Which communication theory suggests that individuals in a group tend to exert less effort when working collectively compared to when working individually? a) Social Facilitation b) Social Loafing c) Groupthink d) Conflict Resolution	1	1
8	Which leadership style focuses on giving complete control and decision-making authority to the group members? a) Autocratic leadership b) Democratic leadership c) Laissez-faire leadership d) Transactional leadership	1	1
9	What is a common purpose or goal that binds a group together in group communication? a) Diversity b) Norms c) Cohesion d) Conformity	1	1
10	During which stage of the group lifecycle do group members typically establish roles and norms? a) Forming b) Storming c) Norming d) Performing	1	1

Q. No.	Answer all Questions in not less than 50 words (5X2=10 marks)	CO	KL
11	Discuss any two external barriers to communication	2	2
12	Describe the elements of the communication process	2	2
13	Explain the term self discovery	2	2
14	Explain nonverbal communication	2	2
15	Explain why "group dynamics" is important in group interactions.	2	2

Q. No.	SECTION B Answer all questions in not less than 350 words (4 x10 = 40 marks)	CO	KL
16	a) Discuss the four factors that influence intra-personal communication. **(OR)** b) Write note on Johari window	3	3
17	a) Illustrate the salient features of a professional e-mail. **(OR)** b) Interpret the key components of Shannon and Weaver's Model of Communication	3	3
18	a) Outline the skills needed for verbal communication **(OR)** b) Analyze Osgood and Schramm's Model of Communication in the context of effective interpersonal communication with appropriate examples.	4	4
19	a) Examine the concept of "Symbolic Convergence Theory" in small group communication. **(OR)** b) Identify the unique challenges associated with managing virtual teams and propose strategies to address these challenges.	4	4

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Q. No.	SECTION C **Answer all questions in not less than 750 words** **(2 x20 = 40 marks)**	CO	KL
20	a) Explore the various forms of group communication. Discuss when each form is most suitable with appropriate examples **(OR)** b) Explain the stages of the group lifecycle and their significance in the functioning of groups.	5	5
21	a) Compare and contrast Two-Step Flow Model of Communication and Decision Emergence Theory, highlighting their key concepts, underlying principles, and applications. **(OR)** b) Explain the key functions of group communication theory. Describe how understanding these functions can enhance the effectiveness of group communication within an organization or team.	5	6

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