

Date: 5<sup>th</sup> December

Day: Wednesday

Total marks: 70

Timing: 10:30 to 1:30

**Instructions**

- All questions are compulsory.
- There are seven questions in all.
- The figures in the brackets to the extreme right indicate marks.

**Q1. A. Read the following sentences correctly and select the most appropriate response. [05]**

- i. Kethki wrote a letter to Reeta. In this case
  - a. Kethki is a sender.
  - b. Reeta is a sender.
  - c. Both are senders.
- ii. Channel is also known as
  - a. Medium
  - b. Message
  - c. Both a and b
- iii. Folder is an example of
  - a. AV communication
  - b. Visual communication
  - c. Audio communication
- iv. Discussion is a type of
  - a. one way communication
  - b. Interactive communication
  - c. both a and b
- v. Communication is
  - a. a process
  - b. a cycle
  - c. both a and b

**Q1. B. Match the following column A with column B [05]**

**Column A**

- i. Sender
- ii. Feedback
- iii. Mass media
- iv. Receiver
- v. Encoding

**Column B**

- i. Blog
- ii. Communication begins
- iii. Interaction
- iv. Forming messages
- v. Decodes message

**Q2. Answer any FIVE of the following questions in brief. [10]**

- i. List two features of mass media.
- ii. List two features of a good channel.
- iii. State any two qualities of a good communication cycle.
- iv. Define communication.
- v. State two examples of AV communication
- vi. Mention any two stages of the communication cycle.

**Q3. Write short notes on any TWO in approximately 200 words. [10]**

- i. Types of Mass Media
- ii. Computer as a tool for communication
- iii. Uses of internet in communication

P.T.O.

**Q4. Answer any TWO in approximately 200 words [10]**

- i. What is the role of a good receiver in the communication cycle?
- ii. What is Visual Communication? List four examples of Visual communication tools.
- iii. Differentiate between an Audio communication tool and AV communication tool.

**Q5. Read the following sentences and justify your response in approximately 150 words. (ANY TWO) [10]**

- i. 'Communication is important in day to day life'. Do you agree with this statement? Justify by keeping in mind the importance of communication.
- ii. 'Hoarding and Notice boards are types of mass media communication.' Explain this statement by focusing on the features of Mass Media Communication Tools.
- iii. 'Feedback makes the communication interactive.' Explain by stating the features of effective communication.
- iv. 'Practice makes a Man a Good Communicator.' Explain by giving suitable examples.

**Q6. Differentiate between any TWO of the following. [10]**

- i. Sender and Receiver
- ii. One way and Two way communication
- iii. Folder and a letter
- iv. email and a website

**Q7. Draw and explain any TWO of the following in approximately 150 words. [10]**

- i. Two way communication cycle
- ii. One way communication cycle
- iii. Mass media communication model

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