

(OLD COURSE)

(2 Hours)

[Total Marks : 75

- N.B.:** (1) Question No. 1 is **compulsory**.
(2) Attempt any **four** from the remaining **six** questions.
(3) Figures to the **right** indicate marks.
(4) Answers to **all** sub questions should be attempted and grouped **together**.

Q.1.A) Explain the importance of feedback in the process of communication. (2M)

B) Identify the barriers in the following communication situations: (4M)

- i) The speaker uses jargon. in his speech on the Nanotechnology. The common man fails to understand.
- ii) The music was so loud the students could hardly study.
- iii) Inability of the villagers of a rural area to understand the speech of the nobel prize winner on TV
- iv) "Do not trust him again, all men are the same."

C) What are the different techniques to improve reading? (3M)

D) Match the following: (3M)

A	B
i. Sending price of goods	Reference No
ii. Yours sincerely	Warning
iii. PKVS/ 28/1968/13	Complete block
iv. Voltmeter	Complimentary Close
v. Left aligned	Quotation
vi. Beware of dogs	Instrument

E) Give a set of instructions on soldering. (3M)

Q. 2.A) Write two lines on any two objectives of communication (2M)

B) What is non verbal communication? Explain any three types of non verbal communication. (5M)

C) You are planning to open a shop of electronics items in Mumbai. Write an inquiry letter to a company (8M) regarding the products, variety, prices, pamphlets, etc. Choose a suitable format.

Q. 3. A) What are the different types of linguistic barriers? Explain any two. (4M)

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- B) Explain the importance of horizontal communication (3M)
- C) The Office Manager of a Hi Tech company has asked you to replace the 10 computers he bought from you ten days ago after analyzing the damages. Draft a suitable reply. (Modified Block) (3M)
- Q. 4.A) Define the process of communication with the help of diagram. (3M)
- B) Write the advantages of oral communication (3M)
- C) Describe any one of the following: (5M)
- i) Thermometer ii) chisel iii) Electric fan
- D) Write a technical description of the process (any one) (4M)
- i) Using a fax machine ii) Photocopying
- Q. 5.A) Write a brief note on any two: (6M)
- i) Significance of haptics ii) Grape vine communication iii) Upward and Downward communication iv) Code, Encode and Decode
- B) Explain 5 C's of communication. (6M)
- C)i) State the difference between description and instructions. (1M)
- ii) What is the difference between a tool and an instrument? (1M)
- iii) What is the difference between connotation and denotation ? (1M)
- Q.6.A) Identify the sender, message, medium, channel, receiver and feedback (3M)
- i) The Manager gives instructions to the computer operator over telephone about the launching of their product and how to market it through advertisement.
- B) Describe emphathetic listening with examples. (5M)
- c) Explain the process of Filling air in a bicycle tyre. (5M)
- D) Fill in the blanks: (2M)
- i) Listening only to what you want to listen is _____ listening.
- ii) A signature block consists of _____, _____ and _____.

Q.7. Read the following passage and answer the questions below:

First AOL and Time Warner announced their intention to combine. Then came Time Warner/EMI and Tribune/ Times Mirror. Even more significant, however, has been the speculation that these mergers have caused: If these transactions are consummated, a large number of additional media mergers are expected. There is even the

possibility of a nightmare scenario—a wave of media mergers so large that within a decade most of our information will be supplied by perhaps six of these huge conglomerates and a fringe of much smaller firms.

It's time to ask two critical questions. Is this kind of media oligopoly what we, as a society, want? And if not, can the antitrust laws effectively prevent the threatened merger wave? The answer to the first question is clear. We do not want a media oligopoly. The answer to the second question, however, is far less certain. We should distrust a media oligopoly because it would give undue control to a small number of individuals. This need not manifest itself in a price rise for the daily newspaper or AOL's monthly fee. Rather, it could consist of a change in editorial viewpoints, a shift in the relative prominence of links to certain websites or a decision not to cover certain topics, because they are not "newsworthy". These problems could exist without any improper intent on the part of the media barons. Even if they try to be fair and objective, they will necessarily bring their own worldview to the job. And in time some of these conglomerates may be controlled by people who are not fair or objective.

At first it might appear that the antitrust laws can be of little help in grappling with the issues presented by large media mergers. The anti-merger laws are commonly understood as protecting price competition, and a relatively small number of firms—to greatly oversimplify, let's say at most half a dozen—are normally thought to be enough to keep a market price-competitive. In industry after industry firms merge until there is only a handful left, and the antitrust enforcers are normally unable to do anything to prevent this. (In former years mergers were governed by an "incipiency" standard that prevented mergers and merger waves well before they would have led to very large or likely anti-competitive problems.) Even if a handful of firms are enough to insure effective competition in most industries, would six conglomerate media firms be sufficient for the diversity of viewpoints necessary to democracy? Would we be reassured if they could somehow guarantee that they would sell their magazines and Internet advertisements at competitive prices?

I am hopeful that the antitrust laws, if correctly and vigorously interpreted, are adaptable enough to meet this challenge. This is because antitrust is not exclusively about price. It is essentially about choice—about giving consumers a competitive range of options in the marketplace so that they can make their own, effective selection from the market's offerings. Consumers should be able to make their choices along any dimension important to them—including price, variety and editorial viewpoint.

Communications media compete in part by offering independent editorial viewpoints and an independent gatekeeper function. Six media firms cannot effectively respond to the demand for choice or diversity competition by extending their product lines, because new media products will inevitably bear, to some degree, the perspective of their corporate parent. For these reasons competition in terms of editorial viewpoint or gate-keeping can be guaranteed only by insuring that a media market contains a significantly larger number of firms than is required for price competition in other, more conventional markets.

It is unclear, however, whether this interpretation of the anti-trust laws will be applied by the enforcement agencies and the courts. What is needed, therefore, is a much more careful look at the challenges that will be raised by future media mergers.

This could best be accomplished if Congress created a Temporary Committee to Study Media Mergers and Media Convergence. This committee could include members of Congress; the heads of the Federal Trade Commission, the Federal Communications Commission and the Justice Department's antitrust division; CEOs of media companies; and representatives of consumer groups. The committee would identify problems that may be caused by large media mergers and by media convergence. If the committee concludes that existing antitrust laws are inadequate, it should recommend to Congress that new anti-merger legislation be enacted. This may be the only way to prevent the nightmare scenario of a media oligopoly.

1. A wave of media mergers could (1M)

1. be a threat to democracy
2. result in limiting editorial viewpoints
3. result in misuse of certain laws
4. both (1) and (2)
5. none of the above

2. According to the passage, what could be the most significant outcome of media oligopoly? (2M)

1. An increase in the cost of newspapers
2. The fact that in the long run, there will be a shift of power to people who might not be balanced and fair in the way they deal with the media
3. Certain websites may get more prominence than others
4. There will be no competition among the newspapers
5. There will soon exist only six media conglomerates

3. Which of the following statements, according to the author, are true (1M)

- a. Half a dozen firms are enough to keep the market price - competitive
- b. Half a dozen companies are not enough to provide a democratic media
- c. Enforcement agencies may not interpret the anti-trust laws correctly
- d. Half a dozen companies will be inadequate to meet the consumer demand for product diversity

1. a, b
2. a, b, c
3. a, b, c, d
4. b, c, d
5. a, c, d

4. The current anti-trust laws (2M)

1. are not sufficient to deal with issues relating to large scale media mergers
2. can prevent mergers from happening
3. will be effective if properly interpreted
4. favour a particular company or group of companies
5. none of the above

5. To get a clear picture of the challenges posed by media mergers, the author recommends: (2M)

1. creation of strict laws
2. strengthening the enforcement agencies
3. creation of a study committee by the congress
4. none of the above
5. all of the above

6. Summarise the passage with a suitable title

(7M)
