

MASTER OF LIBRARY & INFORMATION SCIENCE
SECOND SEMESTER
INFORMATION AND COMMUNICATION
MLS – 204

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

(Objective)

Marks: 10

Choose the correct answer from the following:

1 × 10 = 10

1. Which of the following is an example of non-verbal communication?
 - a. Sending a text message
 - b. Smiling
 - c. Writing a letter
 - d. Giving a presentation
2. What is information explosion?
 - a. The rapid increase in the amount of information available
 - b. The process of converting information into explosions
 - c. The sudden disappearance of information
 - d. The decline in the importance of information
3. Which communication Model is Known as Mathematical Model?
 - a. Shannon Weaver model
 - b. Laswell's Model
 - c. SMCR Model
 - d. Aristotle's Model
4. In the transactional model of communication, communication is seen as:
 - a. A receiver-centric process
 - b. A two-way process
 - c. A sender-centric process
 - d. one-way process
5. Aristotle's communication model is often referred to as:
 - a. Linear model
 - b. Transactional model
 - c. Interactive model
 - d. Feedback model
6. What is information repackaging?
 - a. Creating new information from scratch
 - b. Presenting existing information in a different format
 - c. Disseminating information through social media
 - d. Organizing information in a database
7. Which of the following is an example of information as a commodity?
 - a. A free online news article
 - b. A paid subscription to a research database
 - c. A public library book
 - d. A social media post

8. Which form of communication is primarily concerned with self-reflection and self-expression?
- a. Intra-personal communication
 - b. Interpersonal communication
 - c. Group communication
 - d. Mass communication
9. The process of translating thoughts into symbols, words, or gestures is known as:
- a. Encoding
 - b. Decoding
 - c. Feedback
 - d. Channel
10. Which of the following is an example of a formal communication channel?
- a. Face-to-face conversation
 - b. Telephone call
 - c. Email
 - d. Text message

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(Descriptive)

Time : 1 Hr. 15 Mins.

Marks : 25

[Answer question no.1 & any two (2) from the rest]

1. Define Information Transfer cycle with suitable illustrations. 5
2. Define Commodity. Do you think information is a commodity? Justify 2+8=10
3. What is information repackaging? Discuss the functions and methods of Information repackaging. 3+3+4=10
4. What is Communication? Discuss the components that are involved in a communication Process with Suitable Examples. 2+8=10
5. Define Models. Describe the three types of information communication models. Furthermore, provide a comprehensive explanation of the Shannon-Weaver model of communication. 1+4+5=10

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