

OCTOBER 2013

P/ID 5951/MSA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the Shannon–Weaver theory of communication.
2. State and explain the formal channels of communication.
3. Discuss the role of different agents in information transfer.
4. Define information. Explain the factors that contributed for the growth of information.
5. Explain the role played by information in the economic development of a country.
6. Mention the barriers to communication and explain how you would overcome these barriers?
7. What is information analysis center? Discuss its services and products.
8. Define user study. Discuss the need for and importance of user studies.

9. Write short notes on any THREE of the following:
- (a) National Information Policy
 - (b) Data centres
 - (c) Information diffusion
 - (d) Properties of information
 - (e) Informal channels of communication
 - (f) Referral centers
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