



**KERALA AGRICULTURAL UNIVERSITY**  
**B. Sc. ( Hons.) Ag . 2016 Admission**  
**IV Semester Final Examination-July-2018**

Extn.2204

**Communication Skills and Personality Development (1+1)**

**Marks: 50**  
**Time: 2 hours**  
**(10x1=10)**

**I Fill in the blanks:**

- 1 Bulletins, leaflets, posters and video are the means of -----communication
- 2 Leagan's model of communication consists of -----elements
- 3 Innovation decision process consists of -----stages
- 4 Decision to reject an innovation after having previously adopted is called -----
- 5 -----is a decision not to adopt an innovation

**State True or False**

- 6 Compatible innovations can more easily adopted.
- 7 Communication to be successful must be meaningful.
- 8 Mental acceptance of ideas is full adoption.
- 9 Mass media channels are effective in changing the attitude of an individual.
- 10 The noise generally called as missed signals.

**II Write Short notes on ANY FIVE of the following**

**(5x2=10)**

- 1 Diffusion process
- 2 Crisis Management
- 3 Public speaking
- 4 Interpersonal communication
- 5 Time management
- 6 Stress management
- 7 Video Teleconference

**III Answer ANY FIVE of the following**

**(5x4=20)**

- 1 Functions of communication
- 2 Mediamix,
- 3 Berlo's model of communication
- 4 Cone of experience
- 5 Types of communications in organization ( According to direction of flow)
- 6 Five stage model of adoption process
- 7 Role of key communicators in communication

**IV Write an essay on ANY ONE of the following**

**(1x10=10)**

- 1 Elements of communication and their characteristics
- 2 Kissan Call Centre

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