

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY
INSITITUE OF MANAGEMENT &
INSTITUTE OF DESIGN
End Term Examination, December 2023

Roll No.....

CC1101: Fundamentals of Communication

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
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- Q.1. Read the following passage carefully and then answer the questions that follow. 5x2=10.0
(LO1,5)

Culture shapes the very fabric of human communication, weaving its threads into the way people express thoughts, emotions, and ideas. The impact of culture on communication is profound, influencing language choices, non-verbal cues, and the interpretation of messages. Understanding this dynamic interplay is essential for navigating the complexities of a globalized world.

Language, as a primary tool of communication, is deeply embedded in cultural contexts. Each language reflects the values, social structures, and historical experiences of the community that uses it. For example, languages with distinct honorifics and pronouns for addressing individuals of different social statuses emphasize the importance of respect and hierarchy within those cultures.

Non-verbal communication, including body language, gestures, and facial expressions, is another crucial aspect shaped by cultural norms. A simple gesture or a certain facial expression may convey vastly different meanings across cultures. In some cultures, maintaining eye contact is a sign of attentiveness, while in others, it may be perceived as confrontational or disrespectful.

Cultural differences can give rise to both opportunities and challenges in interpersonal and intercultural communication. On one hand, exposure to diverse communication styles can enrich individuals by broadening their perspectives and fostering cultural intelligence. On the other hand, misunderstandings and conflicts may arise when individuals are unaware of or insensitive to cultural nuances.

In today's interconnected world, effective communication demands cultural sensitivity and adaptability. Whether in business, diplomacy, or daily interactions, the ability to navigate the cultural landscape is a valuable skill. Embracing cultural diversity in communication not only fosters mutual understanding but also contributes to the creation of a more inclusive and harmonious global community.

- i. Discuss the significance of non-verbal communication in different cultures. Provide examples of how gestures or facial expressions may be interpreted differently across cultures.
- ii. Reflect on a personal experience or scenario where cultural differences influenced communication. Describe the challenges faced and propose strategies that could have improved understanding in that situation.

Q.2. Explain Mehrabian's theory of communication, and its influence on the understanding of what communication is. Describe, with reasons and examples, the communicative situations where it can be applied best, and those where it is probably not applicable.

10.0
(LO2,3, 4)

OR

Analyze the email below and do the following:

- i) Share improvement areas (explain what should be changed and why) and re-write the original email based on your suggestions.
- ii) Imagine that you are one of the recipients of this email. You are unable to attend due to some personal work. Write a reply to the manager, explaining why you cannot come, and asking to be excused from the meeting.

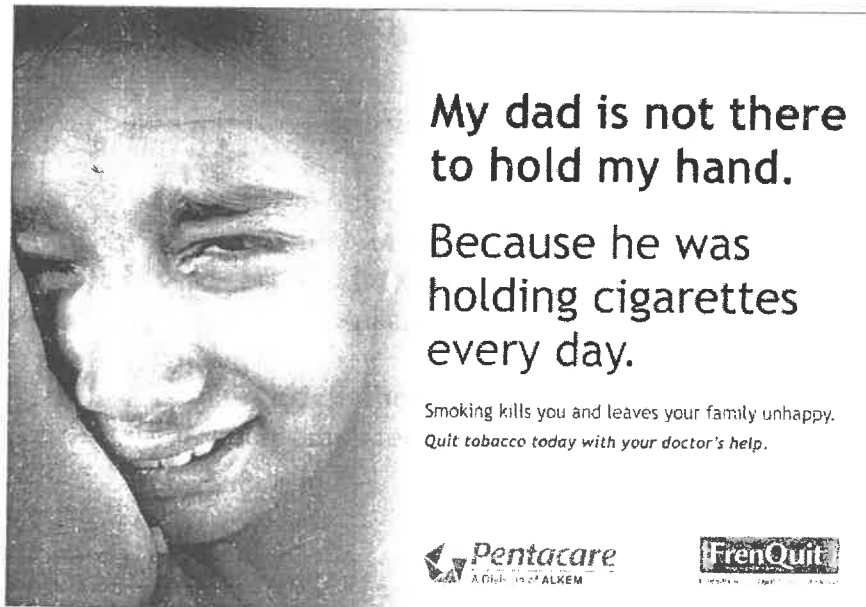
Subject: Meeting Tomorrow
Dear Team,
We need to discuss things tomorrow at 10 am. It's important. BE THERE.
Regards, Manager

Q.3. Given below are two advertisements. For each of them, do the following:

5x2=10.0
(LO1,5)

- i) Identify the objective of the advertisement.
- ii) Identify which of the rhetorical appeals (Ethos, Pathos, Logos) are used in the advertisement, to achieve this objective. If more than one is used, specify which of them is the main one, according to you.
- iii) Explain briefly how each appeal that you have identified works to convince/persuade the viewer, in each advertisement.

3.1



**My dad is not there
to hold my hand.**

**Because he was
holding cigarettes
every day.**

Smoking kills you and leaves your family unhappy.
Quit tobacco today with your doctor's help.

Pentacare
A Division of ALKERM

FrenQuit

3.2



PENNSTATE

One in Five Women
will be a victim of sexual assault during her college years*

Stand Up, Speak Up
Stop Sexual Violence at Penn State

For information and resources on how you can prevent and respond to sexual violence on our campuses, visit rockethics.psu.edu/StopSexualViolence

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