

**University of Colombo**  
**Faculty of Arts**  
**First Year Degree Examination in Arts**  
**First Semester – 2018/2019**

**CMS 1101 – Introduction to Communication**

**Answer Three (03) questions only.**

**Two (02) hours**

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01. 'Communication is an essential component of social existence.' Describe the nature, need and importance of Communication with reference to the definitions of your choice.
02. 'Human language is the unparalleled and exceptional creation of the human kind.' Elucidate with reference to the characteristics of human language.
03. 'The role of Communication is extremely vast and diverse in the modern world which is rapidly changing.' Discuss with reference to the functions of Communication.
04. Explain the distinctiveness and complexity of Mass Communication in comparison with the other categories of Communication pointing out the characteristics of the same.
05. 'Proper Communication will take place only if the source and the receiver are at the same level.' Discuss with reference to Berlo's SMCR model of Communication.
06. 'In the current context, communication occurs in a wider international space breaking geographical and language barriers.' Critically examine.
07. Write short notes **four** (04) of the following topics.
  - i. Elements of the process of communication
  - ii. The role of communicator in effective communication
  - iii. Wilbur Schramm
  - iv. Range of nonverbal expressions
  - v. Limitations of animal communication
  - vi. New trends in communication technology