

Signature of Centre Superintendent

**Visva-Bharati**  
**Palli Siksha Bhavana (Institute of Agriculture)**  
**B. Sc. (Honours) Agriculture Semester-IV Examination, 2024**  
**Subject: Communication and Information Management (AEX-221)**

Roll No. (in figure)..... (in words).....

Time: 2 hours

Full marks: 50

**Part-I**  
**(Objective and Short Answer Type)**

Time: 30 minutes

Marks: 20

- Note: 1. Answer in question paper itself (No extra page will be provided)  
2. Striking, rewriting or over writing are not allowed in the objective type questions.

**1. Select appropriate answer from the following alternatives:**

(1×5 = 5)

- a) Who introduced 'noise' in communication model  
(i) Berlo (ii) Rogers (iii) Shanon-Weaver (iv) Leagans
- b) Easy comprehension is triggered by  
(i) Use of common words in writing (ii) Interesting presentation  
(iii) Small sentences (iv) All the above
- c) The word communication originated from:  
(i) Latin (ii) Persian (iii) Greek (iv) Sanskrit
- d) Speaking and writing involve which communication skills:  
(i) Encoding (ii) Decoding (iii) Feedback (iv) Knowledge
- e) Feedback is:  
(i) Source oriented (ii) Channel oriented (iii) Message oriented (iv) Audience oriented

**2. Write true (T) or false (F) for the following statements:**

(1×5 = 5)

- a) The distortion involving loss of information is called Fog distortion. [ ]
- b) Anonymity of audience prevails in Farm and Home Visit. [ ]
- c) Audience response is the element of communication model of Berlo. [ ]
- d) If fidelity increases then communication gap decreases. [ ]
- e) Communication originates from Greek word. [ ]

**3. Write short notes on any five of the following:**

(2×5 = 10)

- a) Empathy e) CAI
- b) Credibility f) Kisan Call Centre
- c) Change agent g) Lead
- d) Chronemics h) Media mix

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**Part-II**  
**(Descriptive Type)**

**Time: 1 ½ hours**

**Marks: 30**

Questions are of value as indicated in the margin  
Answer any three of the following questions

4. Define communication. Which model of communication is considered best for agricultural ToT? Justify your answer with detail description of all the elements of the model.  
(2+8=10)
  5. What do you mean by audience response? From an Indian cultivator audience, what are the common types of responses found against an agricultural message? Define feedback and write down its characteristics.  
(2+4+4=10)
  6. Define message. What is message distortion? What are the different types of message distortion?  
(2+3+5=10)
  7. What is cyber extension? How cyber extension is advantageous over the traditional communication methods? Describe any two pioneer cyber extension models successfully implemented in India.  
(2+3+5=10)
  8. What is news? Explain the factors that determine news value of a new-story. Enumerate different sources of agricultural news.  
(2+4+4=10)
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