Chapter 1- Concept of Communication

Q.I.

Complete the following choosing words from the chapter:

(1) Communication is a way of _____facts, information, thoughts and ideas with others.

(2) The Latin origin of the word communication is_____ which means sharing.

(3) Peter Little's definition of communication stresses on the way information is_____ between individuals or an organization.

(4) The five stages of communication are _____, _____, _____,_____, and _____.

(5) The five different parts of the communicative process are _____, _____, _____, _____ and _____.

(6) Feedback resolves_____ thereby making communication_____.

Q.II.

State whether the following statements are true or false:

(1) Communication is a one-way process.

(2) The absence of feedback is no feedback.

(3) Decoding is the same as encoding.

(4) Barriers are important to communication.

(5) Technical knowledge and education are more important than communication skills.

Q.III. Multiple Choice Questions:

(1) The process of giving an abstract idea a concrete form is called _____

(a) Planning

(b) Encoding

(c) Medium

(d) Decoding

(2) Feedback can show _____

(a) Message is incomplete

(b) Message has been understood

(c)Message has been understood

(d)all of the above

(3) It is easy to collect information but it is difficult to _____

(a)Recycle it

(b) preserve it

(c)organize it

(d)retrieve it

(4) Printing press made dissemination of information easy as information could now _____

(a) duplicated easily

(b) printed

(c)bound in books

(d)made attractive in appearance

(5) To be a globally successful business man one must have a knowledge of _____

(a) Verbal methods

(b) non-verbal methods

(c) technical devices

(d) all communication devices and their applications

(6) Decoding is the process by which information is _____

(a) Sent to all

(b) understood by the receiver

(c) made into a concrete message

(d) the sender receiver communicates with each other.

(7) Communication cycle is a _____

(a) Cyclical process

(b) one way process

(c) periodic process

(d) disruptive process

(8) Barriers_____

(a) Enhance

(b) obstruct

(c) preserve

(d) prolong communication

(9) Communication helps people

(a) Interact

(b) retract

(c) present

(d) detract their ideas.

Q.IV. Match the following:

Column A	Column B
(1) Feedback	(a) Converting code to a message
(2) Encoding	(b) Language
(3) Decoding	(c) Conversion of idea into code
(4) Barriers	(d) Obstruction
(5) Code	(e) Medium of Communication
	(f) Understanding response

Q.V. Explain the following:

(1) Feedback

(2) Encoding

(3) Decoding

(4) Message

(5) Medium