

Student's full name.....

Instructions:

- 1- Print double-sided (en recto verso) and answer with blue pen.
- 2- Your work must be handed in on Thursday 10/02/2022 at 13h30, in room 01 or 02 block 09.
Depending on availability. Get Ready !
- 3- All types of plagiarism are strictly prohibited.
- 4- If your absence is not justified, you are not allowed to sit for Replacement exam.

Part One : Choose the most appropriate answer.

1- Fred must sent an E-mail message to a client in Rome. He is carefully selecting his words to ensure that his Italian client, who speaks English as a second language, will understand them. He is involved in which part of the communication process ?

- A_ Message encoding
- B_ Idea formation.

- C_ Message transmission.
- D_ Message decoding.

2- Mary has just received an E-mail message from a client and is reading it carefully to determine her client's needs. She is involved in which part of the communication process ?

- A_ Encoding
- B_ Channel selection.

- C_ Decoding.
- D_ Feedback.

3- Which of the following is **NOT** part of the Shannon and Weaver Model ?

- A_ Source.
- B_ Computation.

- C_ Transmitter.
- D_ Channel.

4- People who interact in a defined territory and share the same culture with political authority are known as :

- A_ Subculture.
- B_ Society.

- C_ Social group.
- D_ Public relations.

5- Which of the following is **NOT** one of the primary functions of communication ?

- A_ Cultural transmission.
- B_ Entertainment.

- C_ Persuasion.
- D_ Immunization.

PART TWO :

1 / Answer the following questions

1- Mention any differences between News and Information ? with illustration.

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2- What is the Internal noise in Communication ? with illustration.

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3- What is the Shannon and weaver Communication model ?

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2 / **Complete the statements below with the appropriate word. (1 to 2 words)**

- 1- The Non-linear communication is called.....
- 2- We should keep in mind that communication is a..... OR
- 3- The source of message transmission in the Shannon and Weaver model is known as.....
- 4- The conversation that you have with your family is a sort of
- 5- The message takes both and Language
- 6-model introduce the concept 'Noise'

BEST OF LUCK !