

CBSE – DEPARTMENT OF SKILL EDUCATION

Library & Information Science (SUBJECT CODE 836)

MARKING SCHEME

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 70

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (60 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 7 questions from the given 9 questions of 2 marks each.*
 - Answer any 7 questions from the given 9 questions of 3 marks each.*
 - Answer any 3 questions from the given 5 questions of 5 marks each.*
- This question paper contains 46 questions out of which 34 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS

Q.NO.	EXPECTED ANSWERS/VALUE POINTS	MARKS	TOTAL MARKS
	<u>Answer any 4 questions out of the given 6 questions</u>		
1	c) Article writing	1	1
2	b) Standard bar	1	1
3	a) Dependent	1	1
4	d) Chief sustainability officers	1	1
5	Entrepreneurship is a process of developing a business plan, launching and running a business using innovation to meet customer needs and to make a profit.	1	1
6	b) Gossip	1	1
	<u>Answer any 3 questions out of the given 5 questions</u>		
7	Two points difference between listening and hearing- Listening Hearing	$\frac{1}{2}$	2

	It is active. It requires a conscious effort.	It is passive. It does not require a conscious effort.	$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	
	(Any other, any two points)			
8	Four steps to insert a text box in a slide are- 1. Click the text button on the drawing bar 2. The mouse pointer changes to + the sign 3. Place the mouse pointer on the slide where you want to add the text box 4. Click and drag on the side to draw a text box. (Any four points)		$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
9	Two traits of extraversion personality- 1. Gregarious 2. Assertive (Any other, any two points) Two traits of agreeableness personality- 1. Cooperative 2. Agreeable (Any other, any two points)		$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
10	Four green jobs in building and construction field are- 1. Construction worker 2. Concrete labors 3. Highway laborers 4. Building planner and coordinators (Any other, any four points)		$\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$ $\frac{1}{2}$	2
11	Chemist Shop or Pharmacy is an example for trading as there buying and selling of goods is takes place. Doctor giving a medical consultation is an example of services as here we pay for a doctor's expertise or services		2	2

PART B: SUBJECT SKILLS (60 MARKS)

Answer any 10 questions out of the given 12 questions:

12	a (Radio frequency Identification)	(1)
13	Job Requirement	(1)
14	Expenditure	(1)

15	a (Machine Readable Catalogue)	(1)
16	d (Class Number, Book Number and Collection Number)	(1)
17	c (Personality, Matter, Energy, Space and Time)	(1)
18	Variable fields	(1)
19	Selective Dissemination of Information	(1)
20	Method of broadcasting live audio and video in real time, to audiences all over the world via the internet	(1)
21	A bulletin board is a public discussion area where users can post messages without sending them to anyone's personal e-mail address.	(1)
22	Programmes	(1)
23	Online Public Access Catalogue	(1)

Answer any 7 questions out of the given 9 questions of 2 marks each:

24	<p>Stock verification is the systematic checking of the library's holdings to find out missing items. Methods of Stock Verification are (Write any two)</p> <ol style="list-style-type: none"> 1. Accession Number Approach 2. Call Number Approach 3. Information and Communication technology approach 	1	(2)
25	<p>Job evaluation determines the Job Specification of each and every job of an Institution. Job evaluation means job rating. Advantages of Job evaluation: (Write any two advantages)</p> <ol style="list-style-type: none"> 1. For determining the relative value of jobs and their remuneration rates, job evaluation equips an employer in an objective way. 2. In view of (1) above, the employee-employer disputes over wages or salaries etc. are reduced to the minimum. 3. Job evaluation is a useful tool for taking decisions about transfer, promotion, hiring or placement of employees in an organisation. <p>It also provides an administration with a workable organisation and structure of authority along with corresponding rights and obligations and responsibilities.</p>	1	(2)

26	<p>The collection number is a symbol denoting any special characteristics (size, physical form, or class of users, and so on.) of a group of books, with which the books may be separately located.</p> <table border="1" data-bbox="252 418 1212 824"> <tr> <td data-bbox="252 418 699 477">Nature of Collection</td> <td data-bbox="699 418 1212 477">Collection Number</td> </tr> <tr> <td data-bbox="252 477 699 546">Under-size</td> <td data-bbox="699 477 1212 546">Underline book number</td> </tr> <tr> <td data-bbox="252 546 699 613">Oversize</td> <td data-bbox="699 546 1212 613">Over line book number</td> </tr> <tr> <td data-bbox="252 613 699 680">Rare Book</td> <td data-bbox="699 613 1212 680">RB</td> </tr> <tr> <td data-bbox="252 680 699 748">Text Book</td> <td data-bbox="699 680 1212 748">TC</td> </tr> <tr> <td data-bbox="252 748 699 824">Film Strip</td> <td data-bbox="699 748 1212 824">FS</td> </tr> </table>	Nature of Collection	Collection Number	Under-size	Underline book number	Oversize	Over line book number	Rare Book	RB	Text Book	TC	Film Strip	FS	1 1	(2)
Nature of Collection	Collection Number														
Under-size	Underline book number														
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27	The directory section of a MARC Record contains the tag, starting location, and length of each field within the record. It serves as road map of the data contents area. Directory information is dynamically gathered and stored in a place between the Leader and the Data contents sections. The Directory is generated programmatically by computer for locating data fields with the help of their address, which is a string of 12 numeric characters.		(2)												
28	A Ready reference query is one, the answer to which can be found readily in a directory, yearbook or other reference material. A long range reference query is one, the answer to which can be found only by consulting several reference works or source and which therefore takes a longer time to answer. A long range reference query becomes a ready reference one when it is repeated a second time, since the answer is now readily available.	1 1	(2)												
29	<p>Web resources have many advantages over traditional print resources. Some are: (Write any two)</p> <p>a) Web resources can be interlinked and hence users get comprehensive information (e.g., journal articles can be hyperlinked with their own reference sources, external indexing/abstracting databases and other web resources).</p> <p>b) Anytime anywhere access: Digital/web resources can be accessed 24x7 and from anywhere, may be on an internal network or on internet using a remote login facility.</p> <p>c) Web/digital resources save the time of the user, physical space in a library and are easy to maintain.</p>	1 1	(2)												
30	Difference between Proprietary software and Open Source Software		(2)												

	Sl. No.	Proprietary software	Open Source Software		
	1.	The proprietary software is a kind of software for which ownership remains with the creator under the provisions of copyright.	The Open Source Software (OSS) is a software for which source code is open.	1	
	2.	The owner or proprietor provides license to the user, for using its applications on certain terms and conditions. Users are not being given the right to open, modify or further distribute the source code of such software	The users are granted license to use, study, modify and further redistribute it.	1	
	3.	Example: LIBSYS, VIRTUA, TROODON, etc.	Example: KOHA, New Gen Lib, ABCD, etc,		
31	Twitter Twitter is an online news and social networking site where people communicate in short messages called tweets. Twitter is easy to use as either broadcaster or receiver. You join with a free account and Twitter name. Then you send broadcasts (tweets) daily, hourly, or as frequently as you like. Go to the "What's Happening" box, type 280 or fewer characters, and click Tweet . People who follow you, and potentially others who don't, will see your tweet.			1 1	(2)
32	In communication model, physical, mechanical or electronic channels are used to send the message to receiver. Such a situation occurs when source and receiver are physically at distant place. The message reached to the receiver though mechanical or electronic channels so it is being converted into channel compatible form and at the receivers end the this is converted into the original message. Now, to convert message into channel compatible format at receivers end and again reconverting them from channel compatible format to original message format, needs special device which is called encoder and decoder.			1 ^{1/2}	(2)

<p>Communication model which uses channels for transmitting message can be given as:</p> <p>Source/ Communicator → Message → encoder/decoder → Audience/ Receiver.</p> <p>channel → encoder/decoder → Message →</p>	½	
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Answer any 7 questions out of the given 9 questions of 3 marks each:

33	<p>Selection aids required to develop collection in the library (Any three from the following) are :</p> <p>(i) National bibliographies: National bibliography is a list of publications, published in a country or relevant to a country published outside of the country. For example, Indian National Bibliography, published by National Library of India, Kolkata.</p> <p>(ii) Subject bibliography: Subject bibliography is a list of materials published in a particular discipline or subject. For example Chemica is a subject bibliography, published by Elsevier which covers chemistry.</p> <p>(iii) Trade bibliographies: Book in prints, publisher’s catalogues, and other catalogues published by publishers and distributors or their associations, or independent organization to promote the sales of publications. For example, Indian book in print, Whitaker’s Books in Print, etc.</p> <p>(iv) Book reviews: There are a number of periodicals which published the book reviews. It is also published in newspapers. These reviews are critical analyses made by scholars of the subject. For example, Times Literary Supplement, Book Review Digest, etc.</p> <p>(v) Bibliographic databases: Bibliographic database is a list of publications in database format, searchable online or distributed on CD-ROM, DVD, etc for offline search. For example, Ulrich’s Periodical Directory.</p>	1 1 1	(3)									
34	<p>Differences between Job Analysis and Job Evaluation</p> <p>(Write any three points)</p> <table border="1"> <thead> <tr> <th>Basic for Comparison</th> <th>Job Analysis</th> <th>Job Evaluation</th> </tr> </thead> <tbody> <tr> <td>Meaning</td> <td>Job analysis is a careful study of each and every aspect of a particular job.</td> <td>Job Evaluation is an attempt of assessing the relative utility of a particular job in an organisation.</td> </tr> <tr> <td>Nature of Process</td> <td>Comprehensive</td> <td>Comparative</td> </tr> </tbody> </table>	Basic for Comparison	Job Analysis	Job Evaluation	Meaning	Job analysis is a careful study of each and every aspect of a particular job.	Job Evaluation is an attempt of assessing the relative utility of a particular job in an organisation.	Nature of Process	Comprehensive	Comparative	1	(3)
Basic for Comparison	Job Analysis	Job Evaluation										
Meaning	Job analysis is a careful study of each and every aspect of a particular job.	Job Evaluation is an attempt of assessing the relative utility of a particular job in an organisation.										
Nature of Process	Comprehensive	Comparative										

	Objective	To develop the present methods and techniques of doing a job.	To determine a fair wage of a job.	1	
	Techniques	Questionnaire, Checklist, Interview, Surveys etc.	Non-analytical system and analytical system.		
	Advantage	Recruitment & Selection, Performance Appraisal, Compensation etc.	Helps in removing inequalities in the wage system, making a comparative analysis of each job etc.	1	
35	<p>The description/block name of different bibliographic format blocks in MARC format:</p> <p>Bibliographic format blocks</p> <p>0xx=Control information, numbers, codes</p> <p>1xx= Main entry</p> <p>2xx= Title, edition, imprint</p> <p>3xx= Physical description, etc.</p> <p>4xx= Series statements</p> <p>5xx= Notes</p> <p>6xx= Subject access fields</p> <p>7xx= Name, etc. added entries or series</p> <p>8xx= Series added entries; holding and locations</p> <p>9xx= Reserved for local implementation</p>			1 1 1	(3)
36	<p>The principles that guide the indexers in the choice and rendering of subject headings in SLSH are ‘Specific Entry’, ‘Common Usage’ and ‘Uniformity’.</p> <p>a) Specific Entry: A work should be entered under the most specific subject heading which accurately and precisely represents the content of the book. If a reader wants a book about bridges, the direct approach is to consult the catalogue under the heading Bridges, not under the large topic Engineering, or even the more restricted field, Civil engineering.</p> <p>b) Common Usage: The subject heading chosen to express the contents of the document should be popular or common usage as preferred over scientific or technical names. A reader in a small public library will look under Birds, not Ornithology.</p> <p>c) Uniformity: One uniform heading must be selected from several synonyms, and this heading must be applied consistently for the same topic. China, Chinaware, and Porcelain are all entered under Porcelain.</p>			1 1 1	(3)

37	<p>The systematic ways to deliver a CAS are:</p> <p>(i) Reviewing or scanning of documents regularly and focusing on a desired subject.</p> <p>(ii) Selecting information and recording individual documents, and</p> <p>(iii) Sending notification to the users about items of information of their interest.</p>	1 1 1	(3)
38	<p>The Current Awareness Service enables the researchers to keep them up-to date and well informed. The information products delivered periodically by the libraries under CAS keep the researchers abreast of the recent developments in their field of study or work and save their valuable time.</p> <p>Current Awareness Services have two categories:</p> <p>a. CAS directed towards individuals or group of users: This type of CAS includes communication of information to individuals or groups through informal conversation or by telephone or mobile phone; etc.</p> <p>b. CAS directed towards all users of the services: This includes accession lists (new arrivals), bibliographies, indexing and abstracting services, literature surveys, bibliographic surveys, table of contents of periodicals, etc. The end products are current awareness bulletins which may include all the above elements.</p>	1 1 1	(3)
39	<p>Database have three categories based on the scope of the subject area they cover. They are:</p> <p>a) General interest (multi-disciplinary) database: consist of information from several subject areas and disciplines. E.g., JSTOR, Academic Search Complete, Project MUSE.</p> <p>b) Discipline-specific databases: consist of materials from related subject areas. E.g., SocINDEX (sociology research database), SPORT Discuss (sport medicine and related fields)</p> <p>c) Subject-specific databases: provide in-depth information on a specific subject. E.g., Ethnic News Watch (ethnic, minority, and native press content), PsycINFO (behavioural science and mental health).</p>	1 1 1	(3)
40	<p>LinkedIn is one of the most popular social platform today. It is a social network for professionals. LinkedIn is for anybody and everybody who's interested in taking their professional life more seriously by looking for new opportunities to grow their careers and to connect with other professionals.</p> <p>The basic features are (Write any three) :</p> <p>Home: Once you've logged in to LinkedIn, the home feed is your news feed,</p>	½	(3)

	<p>showing recent posts from your connections with other professionals and company pages you're following.</p> <p>Profile: Your profile shows your name, your photo, your location, your occupation and more right at the top. Below that, you have the ability to customize various different sections like a short summary, work experience, education and other sections similarly to how you might create a traditional resume or CV.</p> <p>My Network: Here you'll find a list of all the professionals you're currently connected with on LinkedIn. If you hover your mouse over this option in the top menu, you'll also be able to see a number of other options that will allow you to add contacts, find people you may know and find alumni.</p> <p>Jobs: All sorts of jobs listings are posted on LinkedIn everyday by employers, and LinkedIn will recommend specific jobs to you based on your current information, including your location and optional job preferences that you can fill out to get better-tailored job listings.</p> <p>Interests: In addition to your connections with professionals, you can follow certain interests on LinkedIn as well. These include company pages, groups according to location or interest, LinkedIn's SlideShare platform for slideshow publishing and LinkedIn's Lynda platform for educational purposes.</p> <p>Search bar: LinkedIn has a powerful search feature that allows you to filter your results down according to several different customizable fields. Click "Advanced" beside the search bar to find specific professionals, companies, jobs and more.</p> <p>Messages: When you want to start a conversation with another professional, you can do so by sending them a private message through LinkedIn. You can also add attachments, include photos and more.</p> <p>Notifications: Like other social networks, LinkedIn has a notification feature that lets you know when you've been endorsed by someone, invited to join something or welcomed to check out a post you might be interested in.</p> <p>Pending Invitations: When other professionals invite you to connect with them on LinkedIn, you'll receive an invitation that you'll have to approve.</p>	1/2 1 1	
41	<p>Different types of Communication are :</p> <ol style="list-style-type: none"> 1. Non vocal Communication 2. Vocal Communication 3. Non-verbal Communication 	1	(3)

	<p>4. Verbal Communication</p> <p>5. Intrapersonal Communication</p> <p>6. Inter –personal Communication</p> <p>7. Mass Communication</p> <p>Differences between Intrapersonal Communication and Inter –personal Communication:</p> <p>Intrapersonal Communication is such a communication in which an individual communicate with oneself. Here the source and receiver both are the same person.</p> <p>However, Inter–personal communication is such a communication which takes place between two or more persons.</p>	2	
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Answer any 3 questions out of the given 5 questions of 5 marks each:

42	<p>The different Method of financial estimations are as follows</p> <ol style="list-style-type: none"> 1. Per Capita Method This method, a minimum amount per head of population is fixed which is considered essential for providing standard library service. Community which highly organized and is educationally well advances requires books and other reading materials of a higher order. The expenditure per capita rises in this case. The per capita estimate can be based either on the number of literate persons or adults. 2. Proportional Method This method presupposes the acceptance of responsibility of providing library finance by authorities at various levels. A library authority considers it its normal duty and provides necessary money out of its regular funds. Generally, a particular minimum limit is fixed. 3. Method of Details Another method of finding out the financial requirement of a library is called the ‘Method of Details’. It implies that all items of expenditure are accounted for while preparing financial estimates for a library. These items, besides others, include salaries/wages, reading materials-books, periodicals and newspapers and other kindred materials; binding and repairing; heating, cooling and lighting, rents and interest; posts, telegraphs and telephones; and stationery and other contingent and miscellaneous items. 	<p>2</p> <p>1^{1/2}</p> <p>1^{1/2}</p>	(5)
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	Step 8: Translate the synthesized class number into natural language by way of verification. In this step, carry out facet analysis of the Class Number, giving a digit by digit interpretation and verifying the correctness of the number.	1	
44	<p>The reference services usually performed in a library are (Write any six):</p> <p>a) Readers' advisory service: This is the process of recommending sources to library users based on their needs/queries. The reference librarian chooses a source which may be a book, journal, database, or website based on his/her skills, expertise and the nature of user's query.</p> <p>b) Inter-library loan and document delivery: Inter-library loan is the process of sharing materials between libraries. The libraries under a consortium or a mutual agreement may loan a physical item in original or a partial copy of it and deliver the same to the requesting library for a specific period of time based on certain established codes and copyright guidelines.</p> <p>c) Reservation of documents: This service allows a user to reserve an item of the library that has been loaned out to another user. When the item is returned, the user who reserved the same is informed and allowed to borrow it.</p> <p>d) User Education (instruction): User education deals with educating the user about the use of library facilities and services. In other words, this is a methodical approach to teach the users as to how to use the library effectively. There may be user education programmes on the general use of library and the use of library tools like catalogue, bibliographies, reference books, etc. Library orientation, which is given in the beginning (initiation of a freshman), is also a part of user education. But, user education is treated as a continuous service.</p> <p>e) Compilation of Bibliographies: This service may be on demand or in anticipation. This service will significantly help students and researchers.</p> <p>f) Bibliographic verification and citations: This is the process of reading, identifying, and interpreting citations to information sources, including books, manuscripts, journals, theses, web pages, or any other form of publication. During this process of verification, the reference librarian frequently finds other reference sources that cite the same publication, correct errors, and determines where to find the preferred information.</p> <p>g) Indexing and abstracting services: This service is mostly performed by special libraries. The abstracts and indexes of acquired publications may be prepared locally at the library. The intended users can refer to these services to find the required information.</p> <p>h) Subject specialists: Subject specialist reference librarians are now common in large and special libraries. They are specialists in specific subject fields or disciplines who select material for the collection as well as assist users with specialized research requirements.</p>	<p>½</p> <p>1</p> <p>1</p> <p>1</p> <p>½</p> <p>1</p>	(5)

	<p>These service providers work closely with researchers and handle very complex questions.</p> <p>i) Ready reference: This service is particularly important for public libraries, where factual answers to highly specific queries are provided. (e.g., “What is the population of New Delhi?”).</p> <p>j) Library Tour: This is a reference service given to a library visitor or a new member to understand the resources and services. The member is taken around the library under the guidance of a professional/instructor.</p> <p>k) Holding of library exhibitions: Exhibitions and displays are important services to attract users' attention towards new additions or previously unknown resources.</p> <p>l) Issue of permits for library use: This involves issuing of permits to nonmembers of the library to use the library for a certain period of time.</p> <p>m) Maintenance of clippings and vertical files: Clippings prepared from newspapers, magazines and pamphlets and vertical files containing pamphlets, prospectuses, reports, press clippings, etc., are sources of information having special importance.</p> <p>n) Preparation of library publications: Bringing out publications like handbooks, user guides/manuals, newsletters, bibliographies, indexing and abstracting documents, etc., and assisting other departments in their publishing activities, is an important reference service.</p>		
45	<p>KOHA is one of the most popular, free and open source Integrated LAS in the world. The package was developed by Katipo Communication Limited , wellington, New Zealand for the Horowhenua Library Trust(HLT).</p> <p>Software requirements for installing and running KOHA are as follows:</p> <p>(i) Operating system: A Linux server – the software can run on any version of Linux, Debian or Ubuntu.</p> <p>(ii) Apache: this is a web server software on which Koha runs.</p> <p>(iii) MySQL: this is an RDBMS software which provides back end support to KOHA.</p> <p>(iv) Perl: this software provides web interface.</p> <p>(v) Root access to the server</p> <p>Features of Koha (Write any four) :</p> <p>(i) Centralized Vs Decentralized Library: The software provides facility to create different branches of a library and share their resources and members. It has provisions to restrict inter-operability among branch libraries. This feature is very much useful for universities or public library system which has branches to control. With the help of the software, control can be centralized and real time monitoring</p>	<p>1</p> <p>1</p> <p>1</p>	(5)

<p>system of the library operations can be developed.</p> <p>(ii) Administration: The software has very strong administration tools. It can restrict its users or staff from accessing its certain areas of activities. The access can be linked with IP address. It gives control over each and every operation within the software. All the parameters which are needed to operate the software and keep the possible security measures under control are given in administration module.</p> <p>(iii) Tools: The software provides tools to create different reports, notice, circular, members comments, imports patron profile in bulk, and a number of templates to be used.</p> <p>(iv) Patrons: The software provides separate module for managing information of members, its addition, editing, import in bulk, etc.</p> <p>(v) Circulation: The software provides facilities for issue-return, renewal, and reservation of the library resources, fine collection, using barcode, and generating overdue list for reminder.</p> <p>(vi) Cataloguing: The software provides facility to create bibliographic database in popular fields like author, title, ISBN, and other attributes. KOHA supports MARC and its different forms. One of the best features of the KOHA is Z39.50 compatibility. With the help of Z39.50 feature one can easily import MARC records in own database from the databases of other libraries like the Library of Congress, RMIT Library, etc, modify them as per needs and make its own record. It is also a Unicode compatible LAS hence, multilingual catalogue can be created in it.</p> <p>(vii) Serials: The software provides separate module for serials management. Under this module, serial subscription process, renewals of old subscriptions, receiving of issues, reminders of non-receipt of issues, are the key features.</p> <p>(viii) Acquisitions: The software provides facility to manage real time budget, vendor profile, ordering, receiving, suggestions to purchase, and other routine works of the acquisition.</p> <p>(ix) Lists and Cart: The software provides facility to save a collection of content on a specific topic or for a specific purpose under list and session specific storage space under cart.</p> <p>(x) Reports: The software provides facility to create customized reports and standard statistical reports needed for decision making and records.</p> <p>(xi) Searching: KOHA software provides searching of the library resources of</p>	<p>1</p> <p>½</p> <p>½</p>	
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	<p>own library as well as the associated libraries. It has options of basic and advance searches.</p> <p>(xii) OPAC: The software provides facility to search library catalogue online and to reserve or put comment against a record under its OPAC module. The OPAC created with the KOHA can be made accessible globally through internet.</p> <p>(xiii) Customization: KOHA provides facility to customize it as per the need of the library. The library staff, with the knowledge of HTML or XML can make changes easily. As the source code of the software is open and the schema of database and coding instructions are given on the community website, with the help of those a person having knowledge of coding can change in programme of the software as per need and vision to create a better version</p>		
46	<p>Under the category of human factors, the barriers of communication could be listed as:</p> <p>i. Linguistic Barrier: Linguistic barrier includes the factors related to language as common language, vocabulary, use of syntax, etc. if the communication takes place in the language in which the recipient is not proficient or the vocabulary used are jargons for the recipient then the language becomes a barriers.</p> <p>ii. Socio-cultural Barrier: Communication between two different groups based on any characteristics class, community, economic group, religious groups etc. Because of socio, cultural, and economic differences the recipient does not receive the message as source wants.</p> <p>iii. Intellectual or knowledge Barrier: Existing intellectual capacity of knowledge of an individual becomes barrier when the source try to communicate advance knowledge to receiver.</p> <p>iv. Physical and Health Barrier: Under this category, the state of physically handicapped, sickness, or any health problem become the barriers as they create disturbance in communication.</p> <p>v. Psychological Barriers: Lack of motivation, emotional disturbance, intelligence quotients, etc., are few psychological factors which work as barriers to communication</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	(5)