

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2023

UVC 1501 – HUMAN COMMUNICATION

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A

Answer all the questions

(10 x 2 = 20)

1. Communication
2. Empathy
3. Noise
4. Mass media
5. Disconfirmation
6. Connotation
7. Semantics
8. Global Village
9. Cultural shock
10. Encoding

SECTION B

Answer any FIVE of the following

(5 x 8 = 40)

11. Examine the postulates of communication.
12. Explain the stages of listening.
13. Discuss the role of noise in communication.
14. Explain the dark side of interpersonal communication.
15. Name any two relationship theories and explain the same.
16. List and explain the different type of communication with examples.
17. Analyse the concept of 'Self' in communication.

SECTION C

Answer any TWO of the following

(2 x 20 = 40)

18. Discuss the association between culture and communication.
19. Classify and explain the different types of non-verbal communication.
20. Summarise the concept of perception.
21. Explain any 4 communication models in detail.

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