



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2023

VC 1506 – HUMAN COMMUNICATION

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART – A

Briefly answers ALL the following questions in about 50 words each.

(10 X 2 = 20)

1. Intercultural communication
2. Listening
3. Conflict resolution
4. Persuasion
5. Ethics
6. communication
7. Components of the communication process.
8. Nonverbal communication
9. Noise that can interfere with effective communication.
10. Communication channels.

PART – B

Answer ANY FIVE of the following in about 200 words each.

(5 X 8 = 40)

11. Discuss the impact of social media on interpersonal communication.
12. Evaluate the role of feedback in the communication process.
13. How can one develop effective presentation skills in public speaking?
14. Deliberate the importance of ethical communication in professional settings.
15. Demonstrate how can language barriers be overcome in cross-cultural communication?
16. What are the different types of conflict and how can they be resolved in communication?
17. Analyse how listening skills be improved in interpersonal communication?

PART – C

Write essay on ANY TWO of the following in about 400 words each.

(2 X 20 = 40)

18. Evaluate the role of nonverbal communication in building relationships.
19. Appraise the effectiveness of a public speaking presentation and provide specific examples of strengths and weaknesses.
20. Compare and contrast the advantages and disadvantages of face-to-face versus digital communication in interpersonal relationships
21. Identify and describe the four stages of the listening process. How can understanding these stages help you become a more effective listener?
