



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2022

UVC 1501 – HUMAN COMMUNICATION

Date: 24-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART-A

Answer the following questions

(10x2=20 Marks)

1. Impression Management.
2. Passive Listening.
3. Encoding.
4. Empathy.
5. Information Overload.
6. Downward Communication.
7. Haptics.
8. Perception.
9. Dyadic communication.
10. Intrapersonal Communication,

PART-B

Answer any FIVE questions in about 200 WORDS each

(5x8=40 Marks)

11. Show the role of feedback in the communication process.
12. Breakdown the features of the communication process?
13. Employ Johari Window with relevant examples
14. Examine the scopes in human communication?
15. Define nonverbal communication and paraphrase the principles of Nonverbal communication.
16. Point out how Space is an important factor in interpersonal communication
17. Write a brief summary of the impression formation processes and some cautions to observe.

PART-C

Answer TWO of the following with relevant case study

(2x20= 40 Marks)

18. Explain in detail the perception process.
19. Describe are steps involved in listening process.
20. Describe the various physical and mental barriers in human communication.
21. Enumerate the importance of culture in communication.

\$\$\$\$\$\$\$\$