

**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

**SECTION A****Answer ALL the Questions**

<b>1. Define the following (5 x 1 = 5 Marks)</b>			
a.	Interpersonal Communication	K1	CO1
b.	Disconfirmation	K1	CO1
c.	Artifactual communication	K1	CO1
d.	Culture shock	K1	CO1
e.	Semantic Noise	K1	CO1
<b>2. Fill in the Blanks (5 x 1 = 5 Marks)</b>			
a.	..... is the first step in listening.	K1	CO1
b.	..... refers to fixed impression about others.	K1	CO1
c.	..... communication refers to communication with oneself.	K1	CO1
d.	..... is a group of people working towards a common goal.	K1	CO1
e.	..... theory is based on economic model of profits and losses.	K1	CO1
<b>3. True or False (5 x 1 = 5 Marks)</b>			
a)	The source can be a person, group or organization in communication.	K2	CO1
b)	Touch is not a form of communication.	K2	CO1
c)	The act of delivering a speech to a friend is public speaking.	K2	CO1
d)	The ability to mutually experience thoughts and emotions of a person is empathy.	K2	CO1
e)	Communication is a process of transferring messages to others.	K2	CO1
<b>4. Match the following (5 x 1 = 5 Marks)</b>			
a)	Chronemics	1. Distance	K2 CO1
b)	Electronic media	2. Time	K2 CO1
c)	Print media	3. Radio	K2 CO1
d)	Osgood	4. Circular model	K2 CO1
e)	Proxemics	5. Magazine	K2 CO1

**SECTION B****Answer any TWO of the following in 100 words (2 x 10 = 10 Marks)**

<b>5.</b>	Examine the postulates of communication.	K3	CO2
<b>6.</b>	Explain the dark side of interpersonal communication.	K3	CO2
<b>7.</b>	Highlight the features of group and mass communication.	K3	CO2
<b>8.</b>	Prepare a note on perception and communication.	K3	CO2

**SECTION C**

**Answer any TWO of the following in 100 words (2 x 10 = 10 Marks)**

<b>9.</b>	Classify and analyse the different types of organisational communication.	K4	CO3
<b>10.</b>	List and explain the principles of verbal messages.	K4	CO3
<b>11.</b>	Compare the impact of technology on communication to traditional media.	K4	CO3
<b>12.</b>	Analyse the importance of culture in communication.	K4	CO3

**SECTION D**

**Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)**

<b>13.</b>	Summarise the different types of relationship theories.	K5	CO4
<b>14.</b>	Order and distinguish the different stages of listening.	K5	CO4

**SECTION E**

**Answer any ONE of the following in 250 words (1 x 20 = 20 Marks)**

<b>15.</b>	Explain the different types of nonverbal communication.	K6	CO5
<b>16.</b>	Categorise and differentiate noise from that of barriers in communication.	K6	CO5

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