

# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



## B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2023

### UVC 1501 – HUMAN COMMUNICATION

Date: 01-11-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

#### SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

##### 1. Fill in the blanks

- a) Communication is the process of \_\_\_\_\_ information, ideas, thoughts and feelings from one person to another
- b) \_\_\_\_\_ is an essential element in effective communication that involves decoding and encoding information
- c) The study of smell communication is known as \_\_\_\_\_ communication.
- d) The theory that suggests that relationships are maintained by adhering to specific rules and expectations is called \_\_\_\_\_ theory.
- e) Workplace communication is crucial for building and maintaining positive \_\_\_\_\_ relationships

##### 2. Define the following

- a) Sensory Perception
- b) Physiological Noise
- c) Paralanguage
- d) Equity theory
- e) Interpersonal Communication

#### SECTION A - K2 (CO1)

Answer ALL the Questions  
10)

(10 x 1 =

##### 3. Match the following / True or False/ Fill in the blanks / Answer the following / MCQ/Definitions (Delete the unsuitable option)

- a) 1. Ideas  
unconsciously
- A. People tend to make comparisons, often
- b) 2. Passive Listener
- B. Occupies more space of personal communication
- c) 3. Non verbal Communication
- C. It is an expression of creativity
- d) 4. Social Exchange Theory
- D. Classroom Teaching
- e) 5. Group Communication
- E. Simply agree with the speaker

##### 4. True or False

- a) Hiding personal information from other people is referred to as self-disclosure
- b) Active listening is a style of effective listening that involves asking open-ended questions and providing feedback.
- c) Silence is always interpreted the same way and has a universally understood meaning
- d) Relationship growth phases always proceed in a straight line, beginning with contact and concluding with breakup.

e)	Mass communication primarily involves one-way communication from a single sender to a large, passive audience.
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**SECTION B - K3 (CO2)**

**Answer any TWO of the following** **(2 x 10 = 20)**

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|----|---|
| 5. | Explain the key functions of communication and why they are important in human interaction.         |
| 6. | Explain the key principles of verbal messages and how they impact effective communication.          |
| 7. | Describe the significance of nonverbal cues in relationships and everyday interactions.             |
| 8. | Describe the meaning of intrapersonal communication and how it affects self-awareness and judgment. |

**SECTION C – K4 (CO3)**

**Answer any TWO of the following** **(2 x 10 = 20)**

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|-----|--|
| 9.  | Compare and contrast verbal and non-verbal communication, providing examples of each.  |
| 10. | In interpersonal communication, compare and contrast confirmation and disconfirmation, giving examples of each.                        |
| 11. | Distinguish between the stages of relationship development with the stages of relationship dissolution. How do these processes differ? |
| 12. | Distinguish between the interpersonal, group, and occupational conflict.   |

**SECTION D – K5 (CO4)**

**Answer any ONE of the following** **(1 x 20 = 20)**

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|-----|---|
| 13. | Analyze the impact of language and verbal interaction barriers on effective communication. Provide examples of such barriers. |
| 14. | Examine the functionality of nonverbal communication. Give examples of nonverbal cues with similar meanings across cultures.  |

**SECTION E – K6 (CO5)**

**Answer any ONE of the following** **(1 x 20 = 20)**

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|-----|---|
| 15. | Evaluate how jealousy affects relationships with other people. In what ways may jealousy be controlled and even utilized to a relationship's advantage? |
| 16. | Evaluate the role of mass communication in shaping public opinion and influencing societal norms.   |

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