

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2024

UVC 1501 – HUMAN COMMUNICATION

Date: 20-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

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

(10 × 2 = 20)

1. Define communication
2. Provide two examples each for verbal communication.
3. Name one benefit and one myth associated with human communication.
4. Explain two components of perception in communication.
5. What is self-disclosure?
6. Discuss active listening.
7. Explain culture influence.
8. Define intrapersonal communication
9. Elaborate Social Penetration Theory
10. Explain Interpersonal relationships.

PART – B

Answer **ANY FOUR** of the following in about 200 words each.

(4 × 10 = 40)

11. Analyze the functions of communication in interpersonal relationships.
12. Discuss the role of perception in impression formation and management
13. Explain the principles of effective listening
14. Evaluate the importance of nonverbal communication in conveying emotions and attitudes.
15. Describe the stages of relationship development according to Social Exchange Theory.
16. Discuss the concept of conflict management in interpersonal communication.
17. Analyze the impact of organizational communication on workplace relationships and culture.
18. Explain how gender norms influence communication styles and behaviors

PART – C

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

(2 × 20 = 40)

19. Critically examine the role of culture in shaping communication patterns and behaviors. How can individuals develop cultural competence to enhance intercultural communication effectiveness?
20. Discuss the stages of relationship deterioration according to Duck's Model of Relationship Dissolution. How can individuals cope with and navigate through the challenges of relationship deterioration?
21. Describe the stages of the listening process and common barriers to effective listening. How can individuals improve their listening skills?
22. Outline and discuss the eight postulates of communication. How do they guide our understanding of human interaction?

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