

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

SECTION A K1 (CO1)

Answer ALL the Questions

1.	Define the following	(5x1=5 Marks)
a.	Interpersonal Communication	
b.	Noise	
c.	SMCR	
d.	Proximity	
e.	Identity	
2.	Define the following	
a.	Self Disclosure.	
b.	Group Communication	
c.	Intimacy	
d.	Attraction Theory	
e.	Body Language	
3.	True or False	K2 (CO1)
		(5x1=5 Marks)
a)	Effective communication requires active listening.	
b)	Nonverbal communication plays a minor role in conveying messages.	
c)	Feedback is essential for ensuring mutual understanding.	
d)	Language is a static and unchanging system.	
e)	Cultural differences can impact communication dynamics.	
4.	Match the following	K2 (CO1)
		(5x1=5 Marks)
a)	Sender – Transmission	
b)	Channel – Interference	
c)	Receiver – Decoding	
d)	Feedback – Response	
e)	Noise – Encoding	

SECTION B K3 (CO2)

Answer any TWO of the following in 100 words

(2x10=10 Marks)

5.	Examine the concept of intercultural communication.
6.	Explain the principles of non-verbal communication.
7.	Discuss the types of listening barriers.
8.	Explain the social exchange theory.

SECTION C K4 (CO3)

Answer any TWO of the following in 100 words

(2x10=10 Marks)

9.	Classify the different types of communication in detail.
10.	List out any two theory in human communication.
11.	Compare and contrast face to face communication and mediated communication.
12.	Analyse the importance of impact of technology on culture.

SECTION D K5 (CO4)**Answer any ONE of the following in 250 words****(1x20= 20 Marks)****13.** Summarise the violence building and breaking in relationship.**14.** Discuss the concept of Time, Space and Artifactual Communication with examples.**SECTION E K6 (CO5)****Answer any ONE of the following in 250 words****(1x20= 20 Marks)****15.** Explain the different types of relationship theories.**16.** Categorise the dark side of interpersonal relationship theory.

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