



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)**

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| 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)**

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| 15. | Explain the different types of relationship theories. |
| 16. | Categorise the dark side of interpersonal relationship theory. |

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