



# 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.

<b>SECTION D    K5 (C04)</b>
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**Answer any ONE of the following in 250 words (1x20= 20 Marks)**

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| <b>13.</b> | Summarise the violence building and breaking in relationship.                   |
| <b>14.</b> | Discuss the concept of Time, Space and Artifactual Communication with examples. |

SECTION E K6 (C05)									
1	ONE	2	11	1	1	252	1	1	1
1	22	22	11	1	1	1	1	1	1

<b>Answer any ONE of the following in 250 words</b>		<b>(1x20= 20 Marks)</b>
<b>15</b>	Explain the different types of relationship theories	

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| <b>13.</b> | Explain the different types of relationship theories.          |
| <b>16.</b> | Categorise the dark side of interpersonal relationship theory. |

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