



# 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**

<b>1.</b>	<b>Define the following</b>	<b>(5x1=5 Marks)</b>
a.	Interpersonal Communication	
b.	Noise	
c.	SMCR	
d.	Proximity	
e.	Identity	
<b>2.</b>	<b>Define the following</b>	
a.	Self Disclosure.	
b.	Group Communication	
c.	Intimacy	
d.	Attraction Theory	
e.	Body Language	
<b>3.</b>	<b>True or False</b>	<b>K2 (CO1)</b>
		<b>(5x1=5 Marks)</b>
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.	
<b>4.</b>	<b>Match the following</b>	<b>K2 (CO1)</b>
		<b>(5x1=5 Marks)</b>
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)**

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

## **SECTION C K4 (CO3)**

**Answer any TWO of the following in 100 words**

**(2x10=10 Marks)**

<b>9.</b>	Classify the different types of communication in detail.
<b>10.</b>	List out any two theory in human communication.
<b>11.</b>	Compare and contrast face to face communication and mediated communication.
<b>12.</b>	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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