



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

(10 x 1 = 10)

1. Define the following

- a) Culture and Communication
- b) Disconfirmation
- c) Touch Communication
- d) Social Penetration theory
- e) Workplace Communication

2. Fill in the blanks

- a) -----communication means “communicating with oneself.”
- b) ----- is the ability to accurately receive and interpret messages in the communication process
- c) ----- Technology is nothing but touch Communication in the digital era
- d) Social scientists call ----- interacting a dyad, and they often use the term dyadic communication
- e) ----- interaction is the study, planning, and design of how people and computers work together

SECTION A - K2 (CO1)

Answer ALL the Questions
10)

(10 x 1 =

3. Match the following

- a) Interpersonal Communication - Body language
- b) Confirmation - One to one Contact
- c) Non verbal Communication - Acceptance
- d) Social Exchange theory - Artificial Intelligence
- e) Human machine interaction - Social learning

4. True or False

- a) In small group communication every person can participate actively with the other members
- b) Sign language consists of messages that are transmitted to large, widespread audiences via electronic and print media
- c) Communication is so important that it is necessary for physical health.
- d) There's a good reason why we speak, listen, read, and write so much: Communication doesn't satisfies most of our needs.
- e) The transactional nature of communication shows up in school, where teachers and students influence one another's behaviour

SECTION B - K3 (C02)

Answer any TWO of the following **(2 x 10 = 20)**

Answer any TWO of the following **(2 x 10 = 20)**

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| 5. | Explain the Myths in Human Communication with suitable Examples |
| 6. | Illustrate the styles of Effective listening in brief |
| 7. | Prepare the features of body communication, facial communication and Eye Communication |
| 8. | Write down the importance of Social Exchange theory |

SECTION C – K4 (CO3)	
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Answer any TWO of the following **(2 x 10 = 20)**

Answer any TWO of the following **(2 x 10 = 20)**

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| 9. | Analyse the Eight postulates of Communication in brief |
| 10. | Classify the detailed information of Listening and its Process in Communication |
| 11. | Compare interpersonal communication and group communication |
| 12. | Correlate the impact of communication technology and culture |

SECTION D – K5 (CO4)	
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Answer any ONE of the following **(1 x 20 = 20)**

Answer any ONE of the following **(1 x 20 = 20)**

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| 13. | Evaluate the role played by Visual and Sensory perceptions |
| 14. | Summarise Social Penetration theory and Social exchange theory |

SECTION E – K6 (C05)	
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Answer any ONE of the following **(1 x 20 = 20)**

Answer any ONE of the following **(1 x 20 = 20)**

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| 15. | Effective communicators are able to choose their actions from a wide range of behaviors -Defend the statement |
| 16. | Summarise Relationship Dialectics theory in detail with suitable examples |

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