



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 x 1 = 10)

- 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 (CO2)**Answer any TWO of the following****(2 x 10 = 20)**

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

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

13. Evaluate the role played by Visual and Sensory perceptions

14. Summarise Social Penetration theory and Social exchange theory

SECTION E – K6 (CO5)**Answer any ONE of the following****(1 x 20 = 20)**

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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