



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2024

UVC 1501 – HUMAN COMMUNICATION



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Answer the following

- a) Define communication
- b) What are the eight postulates of communication?
- c) Explain self-disclosure in communication
- d) What is intercultural communication?
- e) List the components of human communication.

2. Definitions

- a) Impression management
- b) Perception
- c) Interpersonal communication
- d) Group communication
- e) Self in communication

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. True or False

- a) Visual communication is unrelated to sensory perception.
- b) Disconfirmation and confirmation are elements of verbal messages.
- c) Effective listening is not influenced by culture.
- d) Body communication is a part of nonverbal communication.
- e) Relationship development and deterioration are separate processes.

4. Fill in the blanks

- a) The _____ process plays a key role in effective human communication.
- b) _____ barriers can prevent the clear exchange of verbal messages.
- c) Nonverbal communication includes _____ communication and paralanguage.
- d) Relationship theories, such as _____ theory, explain relationship dynamics.
- e) Workplace communication often involves _____ conflict management strategies.

SECTION B - K3 (CO2)

Answer any TWO of the following

(2 x 10 = 20)

- 5. Explain the human communication process and the role of the brain in data processing.
- 6. Describe the different stages of a relationship and how they impact communication
- 7. Discuss the listening process.
- 8. Deliberate how cultural differences in the social aspects of conversation can create barriers in verbal interactions.

SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	Discuss the functions and universals of body and facial communication.
10.	Explain the nature, components, and purposes of human communication.
11.	Explore the influence of language on verbal interaction and how it can shape cultural identity.
12.	Examine how group dynamics influence communication processes within small group settings.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Investigate the theories of relationship development and deterioration, providing examples from interpersonal and group communication.
14.	Analyze how small group communication and organizational communication influence workplace relationships and conflict management.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Examine the dark side of interpersonal relationships, focusing on jealousy and relationship violence.
16.	Discuss the impact of communication technology on culture and human-machine interaction.

@@@@@@@