



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2024

UVC1MC01 – HUMAN COMMUNICATION



Date: 09-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	Define Disclosure	
2		What is Listening process ?	
3		What is Paralanguage?	
4		Define group communication	
5		Write about human machine Interaction	
6	K2	Explain Visual and Sensory perceptions	
7		Explain the styles of Effective listening	
8		Interpret Facial Communication	
9		Compare Social exchange theory and Social penetration theory	
10		Explain organisational Communication	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Develop the role played by culture and communication in the Society [OR]	
12		Identify Human Communication process in detail	
13		Construct the Principles of Non Verbal Communication [OR]	
14		Organise the relationship rules theory and relationship Dialectics theory	
15	K4	Discover the impact of Communication technology on Culture [OR]	
16		Explain Intercultural Communication in detail	
17		Analyse in detail Brain and Data Processing [OR]	
18		Discover the following Space Communication, Artificial Communication and Eye Communication	

SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Explain the role played by Non-verbal Communication and discuss the non-verbal practices in human life in detail [OR]	
20		How Language serves us Today: Individually and Collectively	
21	K6	Why Listening is important? Write the importance of Listening skills and its impact and influence from the speakers to the audience [OR]	
22		Discuss the influence of Culture on Communication, Briefly elaborate the principles of Intercultural Communication	

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