

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2007

VC 1502 / 1500 - HUMAN COMMUNICATION

AI 1

Date : 01/11/2007
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

I. Answer ALL the following not exceeding six lines each: (10 x 3 = 30)

1. Communication Competence
2. Semantic Noise
3. Active Listening
4. Allness
5. Markers
6. Gestures
7. Paralanguage
8. Metacommunication
9. Proximity
10. Brainstorming

PART – B

II. Answer ANY FIVE questions not exceeding one page each: (5 x 8 = 40)

11. Explain the various dimensions of Communication Context.
12. Elucidate the features and perspectives of Human Communication.
13. Explain the barriers in Language and Verbal Interaction.
14. Explain the classifications of Body Movements.
15. Identify the four major spatial distances that operate when people communicate.
16. Identify at least four functions of leaders in Small group Communication.
17. Elucidate the various forms of Mass Communication.

PART – C

III. Answer any TWO of the following in about three pages each:

(2 x 15 = 30)

18. Comment on the Impact of Communication Technology on Culture.
19. Elucidate the various steps/stages involved in Interpersonal Relationship.
20. Emphasize and elaborate on the significance of Facial movements and Eye Communication in nonverbal communication.
21. Explain the significant functions of Mass Communication.