

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – APRIL 2010**

**VC 1502/VC 1500 - HUMAN COMMUNICATION**

Date & Time: 28/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**PART - A**

Answer **ALL** in about 50 words each.

(10 x 2 = 20 marks)

1. Persuasion
2. Haptics
3. Feedback
4. Communication Competence
5. Self concept
6. Sign
7. Noise
8. Kinesics
9. Mass Communication
10. Stereotypes

**PART - B**

Answer **ANY FIVE** questions in about 200 words each.

(5 x 8 = 40 marks)

11. Explain the functions of Non Verbal Communication.
12. What are the characteristics of Language? Explain.
13. Discuss the effect of Interpersonal Communication on relationships.
14. Explain the types of Group Communication? Explain.
15. Explain SMMR Model.
16. What is Self Perception? Explain.
17. Write about the factors that affect interpersonal attraction.

**PART - C**

Answer **ANY TWO** of the following in about 400 words each.

(2 x 20 = 40 marks)

18. Elaborate the barriers to perception.
19. Explain types of listening.
20. Explain the principles of Communication.
21. Discuss the influence of Culture on Communication.

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