



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

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

**FIRST SEMESTER – APRIL 2013**

**VC 1504/VC 1502/VC 1500 - HUMAN COMMUNICATION**

Date: 09/05/2013  
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART – A**

Give brief answers to **ALL** the following questions in 50 words each:

(10 x 2 = 20)

1. Feedback
2. Dyadic Communication
3. Elements of Communication
4. Self Image
5. Denotation
6. Haptics
7. Kinesics
8. hearing /listening
9. Para language
10. Intrapersonal Communication

**PART – B**

Write Short notes on **ANY FIVE** of the following questions in about 200 words each:

(5 x 8 =40)

11. Explain the process of perception.
12. Why is it important to understand the influence of Self-Concept on Communication competency?
13. Why is 'meanings are in people' an important concept.
14. Write about Space Communication.
15. Explain the styles of Effective Listening.
16. Write about the barriers of Communication.
17. What are the stages of Relationship development?

**PART – C**

Write essays on **ANY TWO** of the following in about 500 words each:

(2 x 20 = 40)

18. Explain what it means when we say that Communication is a process.
19. How does language shape our thinking?
20. Discuss the Characteristics and Functions of Nonverbal Communication.
21. Discuss the influence of Communication technology on culture.

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