



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

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

**FIRST SEMESTER – APRIL 2017**

**16UVC1MC01- HUMAN COMMUNICATION**

Date: 05-05-2017  
09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A**

Answer **ALL** the questions in about **50 Words each:**

**(10 x 2 = 20 Marks)**

1. Define communication.
2. Write a short note on colour psychology.
3. Define perception.
4. Explain paralanguage.
5. Define touch communication.
6. Write a short note on Kinesics.
7. Define public communication.
8. List out the four types of listening styles.
9. Who are Pseudo listeners?
10. Differentiate culture and communication.

**PART B**

Answer any **FIVE** in about **200 Words each:**

**(5 x 8 = 40 Marks)**

11. Explain the eight postulates of communication.
12. Explain the functions of non verbal communication.
13. Explain visual and other sensory perception in detail.
14. Write on territorial communication.
15. Elaborate on types of organizational communication.
16. Write a detailed note on language and verbal interaction.
17. Explain the following terms a) Body language b) Body culture c) Time communication

**PART C**

Answer any **TWO** Questions in about **400 words each:**

**(2 x 20 = 40 Marks)**

18. Elaborate on the elements of communication
19. Discuss the “Impact of communication technology on culture”
20. Discuss in detail about the elements, functions and barriers of human communication process.
21. State the ingredients of relationship development and deterioration.

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