



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2017

VC 1506- HUMAN COMMUNICATION

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

Dept. No.

Max. : 100 Marks

PART A (10X2=20 MARKS)

Answer all the questions

1. Intrapersonal communication.
2. Semantic noise.
3. Attribution.
4. Active Listening.
5. Body movements.
6. Para language.
7. Space communication.
8. Relationship.
9. ICT.
10. Mediated culture.

PART B (5X8=40 MARKS)

Answer any FIVE of the following questions

11. Explain the history of print communication.
12. Write on the barriers to communication.
13. Explain the types of touch communication.
14. How does interpersonal communication develop relationships?
15. Emphasize the impact of communication technology on culture
16. Elaborate on eight postulates of communication
17. Differentiate between group and organizational communication.

PART C (2X20=40 MARKS)

Answer any TWO of the following questions

18. Explain briefly how communication supports cultural values in the society?
19. Write briefly the functional aspects of interpersonal communication
20. Explain how language acts as a social institution in the society
21. Describe the functions and importance of non verbal communication.
