

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



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

**FIRST SEMESTER – APRIL 2018**

**17/16UVC1MC01 / VC 1506 – HUMAN COMMUNICATION**

Date: 25-04-2018  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART –A (10X2=20MARKS)**

**Answer all the following in not more than 50 words**

1. Colour Psychology
2. Intrapersonal communication
3. Perception
4. Barriers
5. Touch communication
6. Paralinguistics
7. Relationship
8. Time communication
9. Attribution
10. ICT

**PART – B (5X8=40MARKS)**

**Answer Any FIVE from the following in not more than 100 words**

11. Describe the postulates of Communication
12. List out and explain the barriers to communication
13. Explain the types of Nonverbal communication
14. Distinguish between group and organizational communication
15. Write the Impact of communication technology on culture
16. Explain how culture and communication co-exist
17. Elaborate on stages of relationships

**PART – C (2x20=40 MARKS)**

**Answer Any TWO questions from the following in not more than 200 words**

18. Explain the functions of communication
19. Discuss paralanguage in detail
20. Elaborate on territorial communication and different spaces connected with it.
21. Critically evaluate the social aspects of language in the society.

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