



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2019

16/17/18UVC1MC01– HUMAN COMMUNICATION

Date: 03-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART - A

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

(10 X 2 = 20)

01. Self in communication
02. Propaganda
03. Attribution
04. Physical Noise
05. Paralanguage
06. Linguistics
07. Group communication
08. Cultural shock
09. Cyberspace
10. Communication

PART - B

Write short notes on **ANY FIVE** of the following questions in about 200 words each.

(5 X 8 = 40)

11. Discuss the importance of understanding the color psychology
12. What are the social aspects of language?
13. Explain the influence of culture in communications process
14. Discuss the various barriers of communication with examples
15. Write a short note on Intrapersonal communications
16. Elucidate the sensory perception and its process with examples
17. Write short note on listening
18. Explain the stages of interpersonal relationship.

PART - C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Discuss in detail the different types of communication with suitable example.
20. Elucidate the elements and features of organizational communication with examples.
21. Elaborate in detail the different types of non-verbal communication with suitable example.
22. Discuss the impact of communication technology on culture.

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