



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc.DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2019

VC 1506– HUMAN COMMUNICATION

Date: 05-04-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A (10 X2 =20 MARKS)

Answer all the questions

1. Human communication
2. Language barriers
3. Noise
4. Haptics
5. Gesture
6. Intrapersonal communication
7. Public communication
8. Culture
9. Feed back
10. Encoder

PART – B (5 X 8 = 40 Marks)

Answer any FIVE of the following questions

11. Explain the barriers to communication
12. State the importance of self in communication.
13. Discuss Interpersonal communication.
14. Differentiate between group and organizational communication.
15. Write a note on perception and its process.
16. Elaborate on the functions of communication
17. Explain paralanguage.

PART – C (2 X 20 = 40 MARKS)

Answer any TWO of the following questions

18. Elaborate on the eight postulates of communication
19. Explain the types of Non-verbal communication.
20. Explain with examples the process by which relationship develops and deteriorates.
21. Discuss impact of ICT on culture.

★★★★★★