

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – APRIL 2023****UVC 1501 – HUMAN COMMUNICATION**

Date: 06-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the Questions**

1. Definitions (5 x 1 = 5)			
a)	Small group	K1	CO1
b)	Upward Communication	K1	CO1
c)	Sender	K1	CO1
d)	Kinesics	K1	CO1
e)	Politeness Theory	K1	CO1
2. Fill in the blanks (5 x 1 = 5)			
a)	_____ is a general term that includes all forms of communication between people that take place through some kind of computer, whether it's on your smartphone or via a standard Internet connection	K1	CO1
b)	_____ is both denotative (objective and generally easily agreed upon) and connotative (subjective and generally highly individual in meaning).	K1	CO1
c)	_____ is a five-part process that begins with receiving, and continues through understanding, remembering, evaluating, and responding.	K1	CO1
d)	_____ the image that you have of yourself, is composed of feelings and thoughts about both your abilities and your limitations.	K1	CO1
e)	_____ is passed on from one generation to the next through communication, not through genes	K1	CO1
3. Definitions (5 x 1 = 5)			
a)	Self Esteem	K2	CO1
b)	Relationship Development	K2	CO1
c)	Public Distance	K2	CO1
d)	Organisational Communication	K2	CO1
e)	Nosie	K2	CO1
4. Fill in the blanks (5 x 1 = 5)			
a)	_____ may be of varied forms and may be sent and received through any combination of sensory organs	K2	CO1

b)	_____ Messages sent from the lower levels of a hierarchy to the upper levels—for example, line worker to manager, or faculty member to dean	K2	CO1
c)	_____ specifically, pitch range, vocal lip control, glottis control, pitch control, articulation control, rhythm control, resonance, and tempo	K2	CO1
d)	_____ A particular kind of small group that is constructed for a specific task, whose members have clearly defined roles, are committed to achieving the same goal, and content focused.	K2	CO1
e)	_____ The process of revealing something about ourselves to another; usually, revealing information that would normally be kept hidden.	K2	CO1

SECTION B

Answer any TWO of the following in 100 words (2 x 10 = 20)

5.	Sketch stages of Knapp's Relationship Termination Model	K3	CO2
6.	Illustrate Johari window	K3	CO2
7.	The physical distances that define the types of relationships between people and the types of communication in which they are likely to engage2- Explain	K3	CO2
8.	How would you characterize the leadership style talk show hosts?	K3	CO2

SECTION C

Answer any TWO of the following in 100 words (2 x 10 = 20)

9.	Organizations use a variety of different communication networks—Explain	K4	CO3
10.	Explain Perception Process	K4	CO3
11.	“The Competent Communicator Is an Effective Listener”- Enumerate	K4	CO3
12.	In what ways do you find that online communication can worsen interpersonal conflict?	K4	CO3

SECTION D

Answer any ONE of the following in 250 words (1 x 20 = 20)

13.	Summarise postulates of human communication	K5	CO4
14.	Construct the elements of Communication	K5	CO4

SECTION E

Answer any ONE of the following in 250 words (1 x 20 = 20)

15.	Formulate three theories of interpersonal communication	K6	CO5
16.	Construct how communication in organization happens? Substantiate with appropriate examples	K6	CO5
