LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

FIRST SEMESTER – NOVEMBER 2012

# VC 1504/1502/1500 - HUMAN COMMUNICATION

Date : 08/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

**Give brief answers to ALL the following questions in 50 words each: (10 X 2 = 20)**

1. Medium is the message.
2. Para language.
3. CODE
4. Artijacual Communication
5. NVC
6. Visual Perception.
7. Noise.
8. Culture.
9. Pictograms.
10. Markers.

**PART – B**

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

**(5 X 8 = 40)**

1. Discuss the functions of communication with examples.
2. Elucidate the perceptual process.
3. Explain the different types of communication noise with suitable example.
4. Illustrate and explain the process of communication.
5. Discuss about in territorial communication with Examples.
6. Compare and contrast intrapersonal communication and inter personal communication.
7. American businessman and columnist Harvey Mackay said, “You learn when you listen. You earn when you listen; not just money, but also respect." Do you agree with his statement? Argue from your cumulative learning along with the example.

**PART – C**

**Write essay on ANY TWO of the following in about 400 words each.** **(2 X 20 = 40)**

1. Explain in detail the universal principles of human communication.
2. What is formal and informal communication in an organization? Explain the advantages and disadvantages of the same.
3. Discuss in detail any five types of non verbal communication with suitable examples.
4. “Language is the essence of human existence” Do you agree with the statement? Argue with example.

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