



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2013

VC 1506/VC 1504/VC 1502/VC 1500 – HUMAN COMMUNICATION

Date : 12/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

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

(10 x 2 = 20)

01. Socialisation.
02. Artifacts.
03. Communication Technology.
04. Kinesics.
05. Social Perception.
06. Territorial Communication.
07. Para Language.
08. Connotation.
09. Group Communication.
10. Physical Noise.

PART – B

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

(5 x 8 = 40)

11. List out the different types of communication.
12. Discuss the impact of culture on communication.
13. What are the social aspects of language?
14. Explain the three stages of interpersonal communication.
15. Discuss various barriers in communication with suitable examples.
16. Explain touch communications and its types.
17. Distinguish the essence of interpersonal communication and intrapersonal communication.

PART – C

Write essays on **ANY TWO** of the following in about 400 words each:

(2 x 20 = 40)

18. “Language is the social identity of an individual” - Justify.
19. Discuss in detail the nature of perception and the perceptual process.
20. What is NVC? Elaborate on the different types of NVC with suitable example.
21. Discuss the characteristics, elements and features of written communication with suitable examples.

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