



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2014

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

Date : 07/11/2014
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

PART A

Answer the following in about 50 words:

(10 x 2 = 20)

1. Physical noise.
2. Gestures.
3. Human Communication.
4. Olfactory.
5. Body Language.
6. Retentive Listening.
7. Semiotics.
8. Popular Culture.
9. Intercultural communication.
10. Perspective.

PART B

Answer any **FIVE** of the following in about 200 words:

(5 x 8 = 40)

11. Explain the types of Communication.
12. Discuss Characteristics of Verbal Communication.
13. Explain the concept of SELF in communication.
14. "Body language is based on individual's culture." Explain.
15. Berlo's model of communication.
16. Briefly explain face-to-face communication.
17. Discuss social communication.

PART C

Answer any **TWO** of the following in about 400 words:

(2 x 20 = 40)

18. Discuss language as a social institution with suitable examples.
19. Explain human perception and its principles.
20. Define Non verbal communication and discuss its significance.
21. Discuss the effectiveness of group communication.

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