



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2015

VC 1504 - HUMAN COMMUNICATION

Date : 03/11/2015

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

PART – A

Answer the following in about 50 words:

(10 x 2 = 20 marks)

1. Noise
2. Perception
3. Para language
4. Optical Illusion
5. Organizational Communication
6. Tone
7. Semiotics
8. NVC
9. Cross cultural communication
10. Define communication

PART – B

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

(5 x 8 = 40 marks)

11. Explain the characteristics Verbal communication.
12. Explain Culture in the context of human communication.
13. Discuss the barriers in communication.
14. Explain Touch communication.
15. Write about Lasswell's model.
16. Brief the significance of Body language.
17. Discuss territorial communication.

PART – C

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

(2 x 20 = 40 marks)

18. Bring out the difference between interpersonal and group communication.
19. Discuss the human communication
20. Communication is production and Exchange of meanings. Explain.
21. Discuss the stages of relationship.

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