



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION - VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2015

VC 1506/VC 1504/VC 1500 - HUMAN COMMUNICATION

Date : 04/11/2015

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. Communication
2. Perception
3. Haptics
4. Culture
5. Para language
6. Group Communication
7. Feedback
8. SMCR
9. Social Networking
10. Cross Cultural Communication.

PART – B

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

(5 x 8 = 40 marks)

11. Discuss the development of Human Communication.
12. Explain the process of Communication.
13. What is non-verbal communication? List out the various types of non-verbal communication.
14. Discuss the importance of communication in development of any relationship.
15. Explain the functions of communication.
16. List out the qualities needed for a good public communicator.
17. Explain the social aspects of language.

PART – C

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

(2 x 20 = 20 marks)

18. Explain the eight postulates of communication.
19. Elaborate on the barriers of communication.
20. Discuss the impact of technology on culture of communication.
21. Explain the factors that can influence an encoding process.

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