



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2016

16UVC1MC01/VC 1506 – HUMAN COMMUNICATION

Date: 05-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART –A

Answer ALL the following in not more than 50 words

(10x2=20 marks)

1. Communication
2. Visual Perception
3. Attribution
4. Intrapersonal Communication
5. Haptics
6. Para language
7. Group Communication
8. Culture
9. Colour psychology
10. Feedback

PART-B

Answer any FIVE from the following in not more than 100 words:

(5x8=40 marks)

11. Discuss the development of human communication.
12. “Colour is an important element that can set a mood to a visual” – justify.
13. Discuss the importance of language in cross -cultural communication.
14. What is body language? How does it contribute in effective communication?
15. “Trust and communication are significant aspects in a relationship”- comment.
16. Explain the intervention of technology into human communication with specific reference to new media.
17. In brief, explain the barriers of communication.

PART- C

Answer any TWO questions from the following in not more than 200 words

(2x20=40 marks)

18. With examples elaborate on the types of communication.
19. Discuss the types of non- verbal communication and its importance in the communication process.
20. Explain how a relationship develops and deteriorates?
21. Discuss the eight postulates of communication.
