

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – NOVEMBER 2017

17/16UVC1MC01 – HUMAN COMMUNICATION

Date: 06-11-2017

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART – A

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

(10 X 2 = 20)

01. Feedback
02. Public communication
03. Attribution
04. Information
05. Encoding
06. Phatic stage
07. Kinesis
08. Audience
09. Noise
10. Chronemics

PART – B

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

(5 X 8 = 40)

11. Explain the functions and purpose of communication.
12. Write a note on visual and other sensory perceptions.
13. Elaborate on the perception process.
14. Discuss various barriers of communication with examples.
15. Explain the following with examples.
 - a. Colour psychology
 - b. Listening
16. Write a short note on interpersonal communication and its dynamics.
17. Elucidate the difference between group communication and organizational communication
18. Write short notes on the following.
 - a. Body Language
 - b. Body and culture

PART – C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 X 20 = 40)

19. Elucidate the different types of communication with examples.
20. Explain the following in detail with examples.
 - a. Culture and communication
 - b. Impact of communication technology on culture
21. Elaborate in detail the different types of non-verbal communication with suitable examples.
22. Explain the different stages of Interpersonal Relationship.

.....