



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2017**

**VC 1506/VC 1504/VC 1502/VC 1500 – HUMAN COMMUNICATION**

Date: 06-11-2017

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART-A**

**Answer any TEN questions in about 50 words each:**

**(10X2=20 Marks)**

1. Audio visual age
2. Verbal communication
3. Listening skills
4. Barriers in communication
5. Kinesics
6. Gaze
7. Relationship
8. Group
9. Public Speaking
10. Social Institution

**PART – B**

**Answer any FIVE questions in about 200 words each**

**(5X8=40 Marks)**

11. Write the functions of Communication.
12. Write and explain the barriers of communication.
13. Explain the functions of non verbal communication.
14. Explain the features of organizational communication.
15. Write the impact of communication technology on culture.
16. Emphasize the importance of Eye contact.
17. Briefly explain culture and communication.
18. Write the elements of listening skills.

**PART – C**

**Answer any TWO questions in about 400 words each**

**(2X20=40 Marks)**

19. Elaborate on the types of communication.
20. Describe the stages of Interpersonal relationship.
21. Explain group and organisational communication.
22. Briefly explain space, territorial and touch communication.

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