

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



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

**FIRST SEMESTER – NOVEMBER 2018**

**18/17/16UVC1MC01– HUMAN COMMUNICATION**

Date: 31-10-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part A**

**Answer All the following in not more than 50 words**

**(10x2=20marks)**

1. Sensory perception
2. Visuality
3. Feedback
4. Mechanical noise
5. Active listening
6. Para language
7. Temporalcommunication
8. Interpersonal relationship
9. Public communication
10. Social engineering

**Part B**

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

**(5x 8= 40 marks)**

11. Explain the functions of communication.
12. How does colour play a significant role in Communication? Discuss.
13. Explain the barriers to human communication.
14. “Body language is the most important element in a communication process”- comment.
15. Explain the dynamics of organizational communication.
16. List out the impact of technology on cultural communication.
17. Explain the importance of space as a non-verbal communication.

**Part C**

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

**(2x20=40 marks)**

18. Explain in detail the types of communication with relevant examples.
19. Elaborate on the elements and features of human communication.
20. Discuss the various types of non-verbal communication.
21. What is relationship? How does a relationship develop and deteriorate? Explain.

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