

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



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

**FIRST SEMESTER – NOVEMBER 2019**

**16/17/18UVC1MC01 / VC 1506 – HUMAN COMMUNICATION**

Date: 30-10-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART – A**

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

**(10 X 2 = 20)**

01. Culture
02. Visual perception
03. Listening
04. Semantic noise
05. Eye Communication
06. Silence
07. Johari Window
08. Workplace Communication
09. Communication channel
10. Gender

**PART – B**

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

**(5 X 8 = 40)**

11. Explain the impact of communication technology on culture.
12. Compare and contrast cross culture communication and organization communication.
13. Write a short note on public communication.
14. English writer Samuel Johnson said "Language is the dress of thought". Do you agree? Comment on the perception of language and communication.
15. Elucidate the sensory perception and its process with examples.
16. Write short note on color psychology.
17. Explain the different barriers of communication.
18. Write a note on Paralanguage.

**PART – C**

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

**(2 X 20 = 40)**

19. Discuss in detail the different types of communication with suitable example.
20. List out and explain the Stages of Interpersonal Relationship.
21. Elaborate on the eight postulates of communication with suitable example.
22. Explain Territoriality of Communication. What are the distances under it?

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