

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – NOVEMBER 2023****PVC1MC01 – UNDERSTANDING HUMAN COMMUNICATION**

Date: 31-10-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)**Answer ALL the questions****(5 x 1 = 5)****1 MCQ**

- a) Memes often use humor, satire, or irony to convey messages. What is this type of meme called?
A) Dank meme B) Normie meme C) Reaction meme D) Cat meme
- b) What is the primary goal of Non-Violent Communication (NVC)?
A) To win arguments B) To understand and empathize with others
C) To manipulate people's emotions D) To assert dominance
- c) What is the term for the negative self-talk and self-doubt that can hinder intrapersonal communication?
A) Self-confidence B) Self-esteem C) Self-criticism D) Self-expression
- d) What is a key trait of effective leadership?
A) Micromanagement B) Autocracy C) Empathy D) Isolation
- e) Which type of non-verbal communication involves the use of facial expressions to convey emotions?
A) Proxemics B) Kinesics C) Haptics D) Olfactics

SECTION A – K2 (CO1)**Answer ALL the questions****(5 x 1 = 5)****2 Match the following**

- a) The Rhetorical Triangle - i) Irwin Altman
- b) Social Penetration theory - ii) Expecting Benefits in return
- c) “You Cannot Not Communicate” - iii) Indicates a substance that is harmful or toxic.
- d) Reciprocal Altruism - iv) Aristotle
- e) Skull and Crossbones - v) Paul Watzlawick

SECTION B – K3 (CO2)**Answer any THREE of the following****(3 x 10 = 30)**

- 3 Explain Uncertainty reduction theory by applying it to a real life situation.
- 4 Examine the various Functions of Communication.
- 5 Compare the relationship between language and thought.
- 6 Utilize Semiotic school of thought to analyse everyday signs and symbols.
- 7 Identify the Various problems that arise in group communication.

SECTION C – K4 (CO3)**Answer any TWO of the following****(2 x 12.5 = 25)**

- 8 Analyse the key factors that influence the rate of adoption of new technologies or innovations within any specific industry

9	List the types of Nonverbal communication
10	Examine the concept of self in Intrapersonal Communication
11	Simplify the concept of Language Instincts.
SECTION D – K5 (CO4)	
	Answer any ONE of the following (1 x 15 = 15)
12	Explain any three models of communication with real life examples.
13	Disprove the statement "People are either born with excellent communication skills or they're not."
SECTION E – K6 (CO5)	
	Answer any ONE of the following (1 x 20 = 20)
14	Imagine yourself as a politician and create your winning election campaign speech.
15	Create your own mass communication model and breakdown it's elements, advantages and disadvantages.
