



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025



UVC 1501 – HUMAN COMMUNICATION

Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions -

(10 x 1 = 10)

1. Fill in the blanks

- a) Communication is the process of exchanging _____ between individuals.
- b) The Shannon-Weaver model of communication includes _____ as a key component.
- c) Nonverbal communication includes body language, gestures, and _____.
- d) Active listening involves both hearing and _____ the message.
- e) Intercultural communication is influenced by _____ differences.

2. Choose the best answer

- a) The term “global village” was coined by:
 - i) Noam Chomsky
 - ii) Marshall McLuhan
 - iii) Stuart Hall
 - iv) Wilbur Schramm
- b) The Transactional Model of Communication emphasizes:
 - i) Linear message transmission
 - ii) Interaction between sender and receiver
 - iii) One-way communication
 - iv) Encoding only
- c) Paralanguage refers to:
 - i) Words and their meanings
 - ii) Tone, pitch, and speed of speech
 - iii) Written communication
 - iv) Digital media
- d) The Sapir-Whorf hypothesis suggests that:
 - i) Language shapes thought
 - ii) Thought is independent of language
 - iii) Nonverbal cues are universal
 - iv) Communication is linear
- e) Which of the following is an example of nonverbal communication?
 - i) A written letter
 - ii) A radio broadcast
 - iii) A facial expression
 - iv) A phone call

SECTION A - K2 (CO1)	
Answer ALL the Questions (10 x 1 = 10)	
3.	Match the following
a)	Interpersonal communication - (i) One-on-one interaction
b)	Noise - (ii) Interference in communication
c)	Mass communication - (iii) Media-based communication
d)	Self-disclosure - (iv) Sharing personal information
e)	Kinesics - (v) Study of body movements
4.	True or False
a)	The Hypodermic Needle Theory assumes audiences passively accept media messages.
b)	Feedback is not necessary for effective communication.
c)	Nonverbal cues can sometimes contradict verbal messages.
d)	Language has no impact on perception.
e)	Intrapersonal communication occurs within an individual.
SECTION B - K3 (CO2)	
Answer any TWO of the following (2 x 10 = 20)	
5.	Explain the importance of feedback in communication.
6.	Discuss the barriers to effective communication with examples.
7.	Analyze the role of perception in human communication.
8.	Describe the significance of self-disclosure in interpersonal relationships.
SECTION C – K4 (CO3)	
Answer any TWO of the following (2 x 10 = 20)	
9.	How do cultural differences affect communication?
10.	Discuss the role of nonverbal communication in conveying emotions.
11.	Explain the impact of digital communication on human interactions.
12.	Analyze the relationship between communication and identity.
SECTION D – K5 (CO4)	
Answer any ONE of the following (1 x 20 = 20)	
13.	Critically evaluate the influence of media on human communication.
14.	Discuss the significance of interpersonal skills in professional settings.
SECTION E – K6 (CO5)	
Answer any ONE of the following (1 x 20 = 20)	
15.	Examine the evolution of communication technology and its societal impact.
16.	Discuss the role of mass communication in shaping public opinion.