



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025



UVC1MC01 – HUMAN COMMUNICATION

Date: 23-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A - K1 & K2 (CO1)

Q.No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	Define Communication?	
2		Describe the primary function of verbal messages in human communication?	
3		Explain nonverbal communication?	
4		Illustrate intrapersonal communication?	
5		What is small group communication?	
6	K2	Suggest two functions of human communication	
7		Classify two barriers to effective listening	
8		List two functions of nonverbal communication.	
9		Describe two stages in the relationship development process.	
10		What are the two types of organizational messages?	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Illustrate the eight postulates of communication and how they relate to the process of human interaction.	
		[OR]	
12		Elucidate the elements and features of the human communication process and how barriers can affect communication.	
13	K4	Elucidate the different types of body communication and how they influence interpersonal interactions.	
		[OR]	
14		Clarify the Social Penetration Theory and how it applies to the development of interpersonal relationships.	
15	K4	Investigate how culture influences intercultural communication and the perception of messages.	
		[OR]	
16		Evaluate the principles of effective verbal communication and how disconfirmation and confirmation can impact interpersonal relationships.	
17		Examine the Relationship Dialectics Theory and how it explains the tensions in maintaining interpersonal relationships.	
	K4	[OR]	
18		Analyze the causes and management strategies for interpersonal and group conflict in the workplace.	

SECTION C – K5 & K6 (CO3)

Answer ALL the Questions			(2 x 20 = 40)
19	K5	Evaluate the listening process and the barriers that impede effective listening in human communication.	
20		[OR] Critically evaluate the importance of paralanguage, silence, and space communication in nonverbal communication. How do they function across different cultures?	
21	K6	Analytically evaluate the Social Exchange Theory and the Equity Theory in explaining the development and deterioration of relationships.	
22		[OR] Imagine a workplace without effective communication. What challenges might arise?	

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