

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION****FIRST SEMESTER – APRIL 2022****UVC 1501 – HUMAN COMMUNICATION****(21 BATCH ONLY)**

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION A**Answer ALL the Questions**

1.	Define the following	(5 x 1 = 5 Marks)	
a.	Connotation	K1	CO1
b.	Noise	K1	CO1
c.	Acculturation	K1	CO1
d.	Culture	K1	CO1
e.	Mass Communication	K1	CO1
2.	Fill in the Blanks	(5 x 1 = 5 Marks)	
a.	The process of transfer of messages from one person to another is	K1	CO1
b.	In a culture most of the information is explicitly stated in the verbal message.	K1	CO1
c. communication refers to communication between persons who have different cultural beliefs, values, or ways of behaving.	K1	CO1
d. is used to refer to positive statements about yourself.	K1	CO1
e. is a communication pattern in which you ignore a person's presence as well as that person's communications.	K1	CO1
3.	True or False	(5 x 1 = 5 Marks)	
a)	Encoding refers to the act of producing messages.	K2	CO1
b)	A fixed impression of a group of people is known as stereotype.	K2	CO1
c)	The study of temporal communication, known technically as chronemics.	K2	CO1
d)	Insomania, a condition in which individuals are unable to appropriately read the nonverbal messages of others or to communicate their own meanings nonverbally.	K2	CO1
e)	Feedforward is information you provide before sending your primary message.	K2	CO1

4. Match the following		(5 x 1 = 5 Marks)	
a)	Olfactory	1. Distance	K2 CO1
b)	Occulesis	2. Object	K2 CO1
c)	Paralanguage	3. Smell	K2 CO1
d)	Proxemics	4. Speech	K2 CO1
e)	Artifactual	5. Eye	K2 CO1
SECTION B			
Answer any TWO of the following in 100 words		(2 x 10 = 10 Marks)	
5.	Examine the elements of communication.	K3	CO2
6.	Explain the importance of Lasswell's communication model.	K3	CO2
7.	Highlight the different stages of listening.	K3	CO2
8.	Prepare a note on culture and communication.	K3	CO2
SECTION C			
Answer any TWO of the following in 100 words		(2 x 10 = 10 Marks)	
9.	Classify and analyse the different stages of interpersonal communication.	K4	CO3
10.	List and explain the dark side of interpersonal communication.	K4	CO3
11.	Compare the features of a team and that of mass.	K4	CO3
12.	Analyse the importance of space in communication.	K4	CO3
SECTION D			
Answer any ONE of the following in 250 words		(1 x 20 = 20 Marks)	
13.	Summarise the impact of technology on communication.	K5	CO4
14.	Order and distinguish the different stages of conversation.	K5	CO4
SECTION E			
Answer any ONE of the following in 250 words		(1 x 20 = 20 Marks)	
15.	Explain the different types of noise.	K6	CO5
16.	Categorise and differentiate verbal communication with nonverbal communication.	K6	CO5
