

PART C — (5 × 8 = 40 marks)

Answer ALL questions by choosing (a) or (b).
Each answer should not exceed 600 words

(a) With example explain in detail categories of touches common in human communication.

Or

(b) Discuss the evolution of language as a tool for human communication based on some major theories.

(a) Illustrate and explain: Shannon and Weaver model

Or

(b) List and explain about the types of communication.

(a) How does human communication contribute to society's well being?

Or

(b) Illustrate and explain: Cognitive dissonance model of communication.

(a) Explain the barriers of effective face-to-face communication.

Or

(b) How to avoid communication barriers? — Discuss briefly.

(a) Discuss in detail about convergence theory

Or

(b) Define: (i) Metaphor (ii) Metonymy

Reg. No. :

Code No. : 10543 E Sub. Code : CAVC 11

B.Sc. (CBCS) DEGREE EXAMINATION,
APRIL 2023

First Semester

Visual Communication – Allied

HUMAN COMMUNICATION

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Language is invented by _____
(a) God (b) Human
(c) Device (d) Machine
2. Which is the Fourth pillar _____
(a) Verbal (b) internet
(c) Radio (d) Newspaper
3. Early stage of Human communication is _____
(a) Verbal (b) letter
(c) discussion (d) signs and symbol

4. Functions of mass media _____
 (a) Information (b) entertainment
 (c) development (d) All the above
5. Intrapersonal communication _____
 (a) Speaking with himself
 (b) group discussion
 (c) more than two people
 (d) God
6. Communication with two people _____
 (a) Group communication
 (b) mass communication
 (c) intrapersonal communication
 (d) inter personal communication
7. semiotic is based on _____
 (a) words (b) Language
 (c) poetry (d) Signs
8. The initial explore stage of communication determines _____
 (a) Personal stage (b) Intimate stage
 (c) Phatic stage (d) Formalised stage
9. The person or thing attempting to share information is
 (a) Source (b) Decoder
 (c) Noise (d) Receiver

10. The second point is basic model communication is _____
 (a) Sender (b) Encoding
 (c) Message (d) Channel

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing (a) or (b).
 Each answer should not exceed 250 words

11. (a) Define: Oral Communication.
 Or
 (b) Discuss the concepts of human communication.
12. (a) What are the different types of mass media?
 Or
 (b) What is the transactional model of communication? - Discuss
13. (a) Discuss the relationship between media and culture.
 Or
 (b) What are the major limitations of human communication?
14. (a) Define: Communication barriers.
 Or
 (b) What do you mean by cultural barrier?
15. (a) Differentiate Semantic and pragmatic with example.
 Or
 (b) Discuss the impact of communication technology on society