

Code No. : 20604 E Sub. Code : CAVC 11

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

First Semester

Visual Communication — Allied

HUMAN COMMUNICATION

(For those who joined in July 2021-2022 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Vocalics, also referred to as _____.
(a) paralanguage (b) kinesics
(c) haptics (d) gaze
2. _____ changes dynamically, as new words can be created.
(a) Communication (b) Language
(c) Social (d) None

6. _____ is the discomfort a person feels when their behavior does not align with their values or beliefs.
(a) Cognitive dissonance
(b) Accountability
(c) Demonstrative
(d) Responsibility

7. Language barriers is also known as _____.
(a) semantic (b) psychological
(c) organisational (d) cultural

8. Memo is a _____ type of communication.
(a) formal (b) informal
(c) both (d) none

9. Social communication is also known as _____.
(a) pragmatics (b) metaphor
(c) synecdoche (d) metonymy

10. A _____ makes a comparison using the words "like" or "as".
(a) simile (b) metaphor
(c) metonymy (d) syntagmatic

3. _____ communication flows across a structure.

- (a) Diagonal (b) Horizontal
(c) Vertical (d) Across

4. The _____ communications consist of speeches that mark special occasions like graduations and many more.

- (a) demonstrative
(b) persuasive
(c) informative
(d) ceremonial

5. _____ refers to a personality trait characterized by an internal drive or need to engage in critical thinking and information processing.

- (a) Need for Cognition
(b) Personal Responsibility
(c) Incongruent Information
(d) Accountability

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write notes on Verbal Communication.

Or

- (b) Write short notes on Communication and Language.

12. (a) What is intrapersonal communication and interpersonal communication?

Or

- (b) Differentiate between Focused and Unfocused Interaction.

13. (a) What is Persuasion?

Or

- (b) Write a note on Social Judgement Theory.

14. (a) How barriers can be removed in communication?

Or

- (b) Explain Physical Barrier of Communication.

15. (a) What is the difference between Paradigmatic Vs Syntagmatic?

Or

- (b) Write short notes on synecdoche.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the nature, scope and purpose of Human Communication.

Or

- (b) State about the Non-Verbal Behaviour-Kinesis.

17. (a) Explain about the Socialization and role of Communication in Socialization.

Or

- (b) Summarize the art of Mass Communication and its important significance.

18. (a) Write about the Cognitive Dissonance Theory.

Or

- (b) Examine the Elaboration Likelihood Model of persuasion.

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19. (a) Contrast about Linguistic and Cultural Barrier.

Or

- (b) Illustrate the Psychological and Mechanical barriers of communication.

20. (a) Summarize the levels of Communication (Literacy).

Or

- (b) Distinguish between Metaphor Vs Simile Vs Metonymy.

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