

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

First Semester

Visual Communication – Core

INTRODUCTION TO HUMAN COMMUNICATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What are the fundamental elements of communication?
  - (a) Sender and receiver
  - (b) Message and medium
  - (c) Encoding and decoding
  - (d) All of the above

2. Which of the following is not a barrier to communication?
  - (a) Language
  - (b) Noise
  - (c) Feedback
  - (d) Cultural differences
3. Intrapersonal communication refers to communication
  - (a) Between individuals
  - (b) Within an individual
  - (c) Within a group
  - (d) In a public setting
4. Group communication involves communication
  - (a) Within oneself
  - (b) Between two individuals
  - (c) Among three or more individuals
  - (d) In written form only
5. What does NVC stand for in the context of communication?
  - (a) Neurological Visual Communication
  - (b) Nonverbal Communication
  - (c) New Vocal Communication
  - (d) Natural Verbal Communication

6. In the context of communication, what does "semiotics" refer to?
  - (a) The study of vocal communication
  - (b) The study of writing systems
  - (c) The study of signs and symbols
  - (d) The study of interpersonal communication
7. Intrapersonal communication refers to communication
  - (a) Between two individuals
  - (b) Within an individual
  - (c) In a public setting
  - (d) In a group setting
8. What is the central concept explored in the study of interpersonal communication?
  - (a) Group dynamics
  - (b) Theories of communication
  - (c) Self-concept and related themes
  - (d) Intrapersonal communication
9. What are key concepts in persuasion?
  - (a) Neurological basis
  - (b) Social learning theory
  - (c) Morality
  - (d) Attitude and values

10. Principles of good communication apply to:
  - (a) Intrapersonal communication only
  - (b) Persuasion only
  - (c) All forms of communication
  - (d) Written communication only

PART B — (5 × 5 = 25 marks)

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

11. (a) What is communication? How can it be a perception?  
Or  
(b) Examine the functions of communication.
12. (a) What is the Signalling Theory of Communication?  
Or  
(b) How do gestures serve as forms of communication?
13. (a) Discuss the significance of visual communication.  
Or  
(b) Define semiotics and its role in understanding communication.



14. (a) Provide an overview of interpersonal communication.

Or

(b) Explain various theories of group communication.

15. (a) Write a detail note on Elaboration Likelihood Model.

Or

(b) Explore the impact of attitudes and values on persuasion.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Differentiate between traditional models of human communication and generic models.

Or

(b) Identify and elaborate on common barriers to effective communication.

17. (a) Describe the neurological basis of language.

Or

(b) Elucidate the importance of vocal communication and speech in human communication.

18. (a) Elaborate about proxemics, and how does it influence human communication.

Or

(b) Describe digital NVC and its relevance in contemporary communication.

19. (a) Portray group communication and its significance in human interactions.

Or

(b) Define and elaborate on intrapersonal communication.

20. (a) Explain the Social Judgement Theory and its application in persuasion.

Or

(b) Discuss the role of propaganda in persuasive communication.