

Roll.No.

25UVSCT1001

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

B.Sc.VISCOM - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - I

25UVSCT1001 - Introduction to Human Communication

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the seven Cs of effective communication with examples.
2. Describe Shannon–Weaver’s model of communication and its relevance today.
3. Differentiate between verbal and nonverbal communication with suitable examples.
4. Illustrate the role of emojis and GIFs in digital communication.
5. Explain the Gestalt principle of closure in perception with an example.
6. Assess the role of cultural codes in meaning construction.
7. Interpret the significance of emotional intelligence in interpersonal communication.
8. Justify the importance of ethical communication in the digital age.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Discuss different types of communication with examples. Evaluate their role in modern contexts.
10. Analyze the impact of nonverbal communication on interpersonal interactions with real-life cases.
11. Examine how semiotics helps in constructing meaning in media and digital storytelling.
12. Evaluate different styles of interpersonal communication. Which style do you find most effective?
13. Critically assess the role of digital responsibility in tackling misinformation online.
