19. Explain the concept of "Conflict Resolution" in interpersonal communication.

20. Discuss the importance of "Audience Analysis" in public speaking.

SECTION C – (5 x 10 = 50 marks)
ANSWER ALL QUESTIONS

21. A Elaborate on SMCR Model.

OR

B Classify the elements of communication.

22. A Critically analyze the barriers of communication.

OR

B What is the role of language in shaping the flow of communication?

23. A Elaborate about the elements of active listening and mention its importance.

OR

B Write about the strategies that are used to improve listening skills?

24. A Elaborate on the communication styles.

OR

B Analyze the role of communication in relationship building.

25. A What are the ways to develop effective verbal skills?

OR

B Write about the effectiveness of public speaking.

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END SEMESTER EXAMINATION NOV/DEC-2023
First Semester
B.Sc VISUAL COMMUNICATION
CORE I – INTRODUCTION TO HUMAN COMMUNICATION

Time: Three Hours   **Maximum: 75 marks**

SECTION A – (15 x 1 = 15 marks)
ANSWER ALL QUESTIONS

1. What is the SMCR Model?

   A Sender, Message, Context, Receiver

   B Source, Medium, Context, Receiver

   C Signal, Mode, Content, Recipient

   D Stimulus, Method, Code, Recipient

2. Which type of communication occurs within an organization?

   A Interpersonal Communication

   B Group Communication

   C Mass Communication

   D Visual Communication

3. Nonverbal communication includes

   A Verbal language

   B Facial expressions

   C Written messages

   D Voice tone

4. What is the term for the meaning associated with words?

   A Connotation

   B Denotation

   C Syntax

   D Pragmatics

5. Which type of communication includes signs and symbols?

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A	Technical Communication	B	Semantic Communication
C	Pragmatic Communication	D	Group Communication

6. Barriers to communication are most associated with which level of communication?

A	Technical Communication	B	Semantic Communication
C	Intrapersonal Communication	D	Interpersonal Communication

7. What type of nonverbal communication includes gestures and postures?

A	Facial expressions	B	Paralanguage
C	Proxemics	D	Kinesics

8. What are the elements of active listening?

A	Speaking and interpreting	B	Hearing and responding
C	Hearing and remembering	D	Hearing and understanding

9. Which listening skills involve removing distractions and focusing on the speaker?

A	Barriers in listening skills	B	Effective listening skills
C	Strategies to improve listening skills	D	Elements of active listening

10. What is the definition of Interpersonal Communication?

A	Communication within an organization	B	Communication between two or more people
C	Communication with a large audience	D	Communication using visual elements

11. Which communication style is characterized by expressing one's needs and opinions without dominating others?

A	Passive	B	Aggressive
C	Assertive	D	Passive-aggressive

12. What is the term for resolving conflicts and reaching mutually beneficial agreements?

A	Passive-aggressive communication	B	Negotiation skills
C	Aggressive communication	D	Intrapersonal communication

13. What is the term for the process of analyzing the audience to tailor a speech to their interests and needs?

A	Overcoming Fear	B	Speech Organization
C	Audience Analysis	D	Visual presentation skills

14. Which tool is commonly used for creating visual presentations?

A	Powerpoint	B	Prezi
C	Word Processor	D	Spreadsheet

15. What is the process of evaluating the effectiveness of public speaking skills?

A	Overcoming Fear	B	Audience Analysis
C	Evaluating public Presentation	D	Powerpoint

SECTION B – (2 x 5 = 10 marks)

ANSWER ANY TWO QUESTIONS

16. Define the importance of visual communication in human interaction.

17. Explain the concept of "Connotation and Denotation" in language.

18. How do the elements of non-verbal communication contribute to effective communication?