

S.No. 5879

16 SNMEVC 2

(For candidates admitted from 2016–2017 onwards)

UG DEGREE EXAMINATION, APRIL 2022

Part IV — Visual Communication – Non Major Elective

COMMUNICATION AND PERSONALITY
DEVELOPMENT

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Self – esteem
2. Self – awareness
3. Communication
4. Listening skills.
5. SMCR.
6. Mass Communication.
7. Symbol
8. Interview
9. Public speaking.
10. Body language.

SECTION B — (5 × 5 = 25)

Answer ALL the questions.

Choosing either (a) (or) (b) type.

11. (a) How can you identify your personality?
Or
(b) Define: Self – actualisation.
12. (a) Examine the importance of communication
Or
(b) What do you mean by interpretive skills?
13. (a) Define: Group communication.
Or
(b) Examine the role of individuals in group communication.
14. (a) What is interview? List down the types.
Or
(b) How do you prepare for a interview? Discuss.
15. (a) State : Face to face communication.

Or

- (b) List and Explain : Communication activities.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Examine the various stages of personality development.
17. Define:
(a) Communication skills.
(b) Language skills.
18. Examine the process of communication in details.
19. Discuss in details about body language in an interview.
20. Define :
(a) Expression
(b) Gesture
(c) Sign
(d) Symbol.