

F-1644

Sub. Code

7BVC1C1

B.Sc. DEGREE EXAMINATION, APRIL 2019

First Semester

Visual Communication

**INTRODUCTION TO HUMAN COMMUNICATION AND
VISUAL COMMUNICATION**

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Visual Communication?
2. Comment on channel in communication.
3. Give any two examples for micro expression.
4. Expand SMCR.
5. Write any two examples for intrapersonal communication.
6. Comment on group communication.
7. What do you mean by perception?
8. Differentiate warm colour and cool colour.
9. What is communication strategy?
10. Give any two medium suitable for development communication.

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Write the importance of human communication.

Or

- (b) Visual communication is powerful than verbal – Explain.

12. (a) Write the importance of eye contact in interpersonal communication.

Or

- (b) Body language is important during the interview – Give reasons.

13. (a) Explain SMCR model with an illustration.

Or

- (b) Write a note on Indian theory of communication.

14. (a) Explain the role of colour in Advertisements.

Or

- (b) Give any three examples for optical and visual illusion.

15. (a) Explain the role of participatory communication in the rural development.

Or

- (b) Write the obstacles while implementing the development communication.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the application of visual communication in various fields.
 17. Discuss the methods of participating in the group discussion effectively.
 18. Explain the communication as a process with examples.
 19. Write the role of colour in powerpoint presentations for different group of audience.
 20. Suggest the methods to involve self help group for their development.
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F-1645

Sub. Code

7BVC2C1

B.Sc. DEGREE EXAMINATION, APRIL 2019

Second Semester

Visual Communication

MEDIA, SOCIETY AND CULTURE

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define hot media.
2. What is the scope of mass media?
3. Define culture.
4. Why do we need brand?
5. Define Rhetoric.
6. Give any four examples of stereotypes.
7. Who are all minorities?
8. What is class?
9. Define Audience.
10. Define Autonomy.

Part B**(5 × 5 = 25)**

Answer **all** questions, choose either (a) or (b).

11. (a) Explain the characteristics of mass media.

Or

- (b) Write down the functions of mass media with example.

12. (a) What is commodity? Explain.

Or

- (b) Explain the role and importance of hero-worship.

13. (a) Comment on media myths.

Or

- (b) Discuss the representation of women in media with reference to advertisements.

14. (a) What is psychoanalysis? Explain with examples.

Or

- (b) Define and explain the term semiotics.

15. (a) Differentiate Active and Passive audience.

Or

- (b) What do you mean by audience positioning? Explain with examples.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the effects of mass media on society and culture with suitable reference.
 17. (a) What is popular culture? What are the forms of popular culture?
(b) Discuss the relationship between media and popular culture.
 18. Why is it necessary to study media in cultural context? Discuss.
 19. Elaborately discuss the term media and realism with examples.
 20. Explain media theories based on audience (atleast five).
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F-1646**Sub. Code****7BVC3C1****B.Sc. DEGREE EXAMINATION, APRIL 2019****Third Semester****Visual Communication****ELEMENTS OF SCRIPT WRITING AND DIRECTION****(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Comment on plot.
2. What is conflict in Script writing?
3. Write note on Script.
4. Differentiate story and Screenplay.
5. Comment on dope street.
6. What is production board?
7. Write a note on ambient sound.
8. Differentiate low angle and high angle.
9. Comment on continuity in editing.
10. What is NLE?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write the importance of narrative structure in film.

Or

- (b) Explain the conflict with an example in film.

12. (a) Explain the master scene with an example.

Or

- (b) Write the role of symbols and metaphors in film.

13. (a) Explain the importance of set in film production.

Or

- (b) Write the need for script break down.

14. (a) Camera angles can create dramatic and psychological effect – Explain.

Or

- (b) Explain the creative use of sound in film with an example.

15. (a) Explain the mise – en – scene with an example.

Or

- (b) Write the advantages of NLE.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the importance of climax for a film with examples.
 17. Write a screenplay for a 3 minutes short film of your choice.
 18. Visual story telling is the sequence of events from script to screen and explain.
 19. Explain the various camera movements with examples.
 20. Rhythm for story telling is important – Discuss.
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Sub. Code

7BVC4C1

B.Sc. DEGREE EXAMINATION, APRIL 2019

Fourth Semester

Visual Communication

MEDIA PRODUCTION AND MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on commercial broadcasting in radio.
2. Expand FM in radio.
3. What is meant by DTH?
4. Comment on terrestrial broadcasting.
5. Differentiate analog and digital television.
6. Write any two examples for camera support.
7. Give any two examples for new media.
8. Write a note on hacking.
9. Comment on NFDC.
10. What is the role of ABC for print media?

Part B**(5 × 5 = 25)**

Answer **all** questions by choosing either (a) or (b).

11. (a) Write any three important stages of development in the history of radio.

Or

- (b) Explain the contribution of AIR for the society.

12. (a) Write the trends in television broadcasting with an example.

Or

- (b) Write the Arasu cable services for the television audience.

13. (a) Explain the Audio-Visual facilities available in your department.

Or

- (b) Write the types of microphones and their uses in audio production.

14. (a) Explain the role of mobile communication in education.

Or

- (b) Give you suggestions to avoid piracy in the digital age.

15. (a) Explain the organizational structure of a newspaper.

Or

- (b) Write any three departments role in cinema industry.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Target audience for FM radio is youth only – Discuss.
 17. Compare the responsibilities of Doordarshan and private satellite channels in shaping the society.
 18. Explain the types of lighting used in the media production with diagram.
 19. Discuss the impact of using new media among the youth.
 20. Management is an essential part of any media organization – Explain.
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F-1743

Sub. Code

7BVCA1

U.G. DEGREE EXAMINATION, APRIL 2019

Visual Communication

Allied – ADVERTISING BASICS AND CREATIVITY

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define copy.
2. What is storyboard?
3. Define logo.
4. What is meant by product?
5. Define commercial.
6. Define campaign.
7. What is ideation?
8. Define communication.
9. What is slogan?
10. Define layout.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What is the nature of advertising? Explain.

Or

- (b) Explain the importance of visualization in Advertising.

12. (a) Explain the types of headlines.

Or

- (b) Advertising increases the cost of production .Do you agree?

13. (a) What are the elements involved in preparing an advertisement copy?

Or

- (b) Explain the planning an advertising campaign.

14. (a) What are the advantages of large size advertisement?

Or

- (b) Why is it important to segment the geographic area to sell the product?

15. (a) What are the legal issues involved in advertising?

Or

- (b) Explain the positive social effects of advertisements.

Part C**(3 × 10 = 30)**Answer any **three** questions.

16. Trace the origin of advertising.
 17. “White space is no your enemy while creating an AD” – Discuss.
 18. Analyze the impact of food advertisements among school children.
 19. Prepare a story board for PSA on the topic of Domestic Violence.
 20. Explain the structure of advertising agency.
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Sub. Code

7BVCA2

U.G. DEGREE EXAMINATION, APRIL 2019

Visual Communication

Allied : PRINCIPLES OF DESIGN

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is visual thinking?
2. Comment on basic shapes.
3. Give any two examples for texture.
4. Differentiate positive and negative space.
5. Write any two principles of design.
6. Comment on proportion.
7. What do you mean by layout?
8. Write the use of rule of third.
9. What is creativity?
10. Comment on perception.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write the role of abstract design in Visual communication.

Or

- (b) Explain the geometrical forms in the illustration.

12. (a) Write the importance of texture for a design with an example.

Or

- (b) Differentiate shape and form.

13. (a) Explain the balance principle with an example.

Or

- (b) Write the importance of harmony in design.

14. (a) Differentiate Visual centre and optical centre with diagram.

Or

- (b) Give any three examples for lay out.

15. (a) Differentiate art and design.

Or

- (b) How do you motivate the viewer to purchase the product with design?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of visual thinking in creating 3D abstract design.
 17. Explain the importance of simplicity in line drawing.
 18. Rhythm in design can motivate the viewer to purchase the product – Discuss.
 19. Explain the Unity in design with examples from book, posters, Advertisements and web page.
 20. Discuss the psychological impact of design using creativity with examples.
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F-1746

Sub. Code

7BVCA4

U.G. DEGREE EXAMINATION, APRIL 2019

Visual Communication

Allied — ELEMENTS OF SOUND

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

Write a note on the following :

1. WAV.
2. Mastering.
3. Reverberation.
4. Frequency.
5. Hertz.
6. Pop filter.
7. db.
8. Ambience.
9. Dolby.
10. Stereo.

Part B**(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Write short notes on analog recording.

Or

- (b) Define : Digital audio workstation.

12. (a) Write short notes on Pre-scoring and mixing.

Or

- (b) Define monitoring system of Mono and Stereo.

13. (a) Write short note on 5.1 Surround.

Or

- (b) Explain the techniques of mixing.

14. (a) Explain the Mic position on set during the shoot.

Or

- (b) Write about correcting live sound.

15. (a) Mention the types of microphone.

Or

- (b) Illustrate an Acoustic studio.

Part C $(3 \times 10 = 30)$

Answer any **three** questions.

16. What are the principles of digital audio workstation?
 17. Explain the Acoustics for a cinema auditorium.
 18. Explain the basic steps involved in live recording.
 19. Discuss the procedure for dubbing dialogue with layout illustration.
 20. What are the steps involved in re-recording?
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