

S-2607

Sub. Code

23BVC1C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

First Semester

Visual Communication

INTRODUCTION TO HUMAN COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Mention the importance of human communication.
2. Define communication.
3. What is codes?
4. What do you mean by technical barrier?
5. What is Kinesis?
6. Mention the benefits of effective listening.
7. What is Passive?
8. Define phatic stage.
9. What do you mean by speech organization?
10. List out the skills of Public Speaking.

Part B

(5 × 5 = 25)

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

11. (a) Write a note on the importance of SMCR Model.

Or

- (b) Differentiate the concept of group and Mass Communication Process.

12. (a) Distinguish the significance of Denotation and Connotation.

Or

- (b) What do you mean by levels of communication? Explain with examples.

13. (a) Specify the importance of active listening in effective communication.

Or

- (b) Mention and explain the various types of barriers to affect listening skills.

14. (a) Compare and contrast the process of formal and informal communication.

Or

- (b) What is conflict? Explain.

15. (a) Write a note on the basics of public speaking.

Or

- (b) Mention and explain the computer technology tools used for effective presentation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Differentiate the structure and role of Inter and Intra personal communication with examples.
 17. Define semiotic. Explain the role of semiotic in language and visual communication with suitable reference.
 18. Explain the various types, functions and role of non-verbal communication with examples.
 19. Discuss the principles of effective interpersonal communication with examples.
 20. How does body language and voice modulation help to keep the audience interest? Explain.
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S-2608

Sub. Code

23BVC1C2

B.Sc. DEGREE EXAMINATION, APRIL 2026

First Semester

Visual Communication

VISUAL ARTS AND AESTHETICS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Explain Iconography in Art.
2. Define Virtual Reality.
3. Describe Mural Paintings.
4. What is Madras art movement?
5. What do you mean by Roman Art?
6. What is Realism art movement?
7. Write about superflat art?
8. Explain Art Interpretation.
9. Discuss Roland Barthes Rhetoric of the image.
10. Define Neo pop art.

Part B

(5 × 5 = 25)

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

11. (a) Differentiate form and functional form.

Or

- (b) Give a brief account on Representational and Abstract art forms.

12. (a) Describe Buddhist Art in detail.

Or

- (b) Write about Indian Miniature paintings in brief.

13. (a) Discuss Ancient Greek Art.

Or

- (b) Summarize on Realism, Impressionalism and Expressionism art movements.

14. (a) Describe the art contributions of Anish Kapoor and Sudarshan Shetty.

Or

- (b) Detail on digital art and data sculpture.

15. (a) Explain the necessity of Interpretation in Art.

Or

- (b) Elucidate the Erwin Panofsky's three levels of Iconography.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the elements of visual art and the principles involved in composition of visual.
 17. Elucidate on the miniatures of Mughal, Rajasthan and Pala.
 18. Explain any five art forms in the Medieval period.
 19. Explain Clive Bell Art and significant form.
 20. Discuss about the Indian contemporary artists Nalini Malani and RB Bhaskaran.
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S-2609

Sub. Code

23BVCA1

U.G. DEGREE EXAMINATION, APRIL 2026

Visual Communication

Allied – GRAPHIC DESIGN AND TYPOGRAPHY

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term typography.
2. What is pattern?
3. State an example for texture.
4. What is creative brief?
5. State any two serif fonts.
6. Mention the types of alignment.
7. Write any two uses of grid.
8. What is a layout?
9. Expand the term CMYK.
10. What is RGB?

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the elements of design with necessary examples.

Or

- (b) Explain the concept of design with Gestalt perception.

12. (a) Discuss in detail on creative process.

Or

- (b) Differentiate the characteristics of emotion and sensation in design process.

13. (a) Write in detail on the classification of typefaces.

Or

- (b) Describe the different types of alignment and editing in layout design.

14. (a) Elaborate on the various elements of grid.

Or

- (b) Discuss the types of grids with examples.

15. (a) Describe the types of composition with necessary examples.

Or

- (b) How will different colours convey unique meaning?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write in detail on designing principles of newspaper layout and advertisement layout.
 17. Critically analyze the need for research in the designing process.
 18. How significantly typography is used in film production?
 19. Discuss the functions of grids in newspaper designing.
 20. Discuss the concept of connotative meaning and denotative meaning associated with colour psychology.
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S-2610

Sub. Code

23BVC2C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Second Semester

Visual Communication

UNDERSTANDING VISUAL COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. Mention two types of communication.
3. What is the need for visual communication?
4. Write any two barriers to communication.
5. State the difference between denotation and connotation.
6. List any two functions of non-verbal communication.
7. What is active listening?
8. Mention any two conflict resolution techniques.
9. What is audience analysis in public speaking?
10. Name two technological tools used in presentations

Part B

(5 × 5 = 25)

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

11. (a) Explain the SMCR model of communication.

Or

- (b) Discuss communication in interpersonal and group contexts.

12. (a) Explain the process of communication with a neat diagram.

Or

- (b) Write short notes on message, meaning, and culture in communication.

13. (a) Explain the importance of non-verbal communication with examples.

Or

- (b) Discuss the barriers to effective listening and ways to overcome them.

14. (a) Write short notes on communication styles.

Or

- (b) Discuss the role of negotiation in building professional relationships.

15. (a) Explain the steps involved in preparing an effective public speech.

Or

- (b) Write notes on the use of technology in presentations.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the need and importance of human and visual communication.
 17. Explain levels of communication – Technical, Semantic, and Pragmatic – with examples.
 18. Describe the various types of non-verbal communication and their functions.
 19. Write an essay on effective interpersonal communication and relationship building.
 20. Elaborate on the principles of public speaking and techniques for overcoming stage fear.
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S-2611

Sub. Code

23BVCA2

U.G. DEGREE EXAMINATION, APRIL 2026

Visual Communication

Allied – PRINT AND PUBLICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define print media.
2. What is typography?
3. List any two primary colours.
4. What do you mean by complementary colour scheme?
5. Mention any two types of printing processes.
6. Define colour reproduction.
7. What is GSM in paper?
8. List any two varieties of paper.
9. Write a short note on digital pre-press.
10. Mention two recent trends in electronic publishing.

Part B

(5 × 5 = 25)

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

11. (a) Explain the functions of type composition in print media.

Or

- (b) Write short notes on press layout and page layout.

12. (a) Explain psychophysical response to colours with examples.

Or

- (b) Discuss different colour schemes used in design.

13. (a) Describe offset printing with neat steps.

Or

- (b) Explain colour separation and its importance in printing.

14. (a) Discuss the surface characteristics of paper.

Or

- (b) Explain the methods of folding and binding in finishing.

15. (a) Write short notes on direct-to-plate technology.

Or

- (b) Explain the significance of electronic publishing in India.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the various styles of typography and their importance in print media.
 17. Explain colour psychology and socio-cultural responses to colour in print design.
 18. Describe different types of printing processes with examples.
 19. Explain in detail the international paper sizes and the method of calculating paper requirements.
 20. Write an essay on contemporary trends in printing and publishing industry in India.
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S-2612

Sub. Code

23BVC2S1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Second Semester

Visual Communication

INTRODUCTION TO STUDY SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define time management.
2. What are SMART goals?
3. Mention two ways to overcome procrastination.
4. List any two note-taking methods.
5. Define active reading.
6. What is annotation in reading?
7. What do you mean by critical thinking?
8. Give one example of a logical fallacy.
9. State any two techniques to reduce exam stress.
10. Why is it important to review exam results?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of time management in academic success.

Or

- (b) Discuss the strategies to overcome procrastination.

12. (a) Describe the Cornell Method of note-taking with an example.

Or

- (b) Explain the role of active listening in effective note-taking.

13. (a) What are pre-reading techniques? How do they help comprehension?

Or

- (b) Discuss the process of summarizing and synthesizing reading materials.

14. (a) What is reflective thinking? How does it support problem solving?

Or

- (b) Identify any two biases and explain their impact on critical thinking.

15. (a) Explain effective strategies for preparing short-answer questions in exams.

Or

- (b) Suggest methods to manage test anxiety before and during exams.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the process of setting SMART goals with suitable examples.
 17. Evaluate different note-taking systems and suggest the most effective one for university students.
 18. Explain active reading strategies and their role in improving academic performance.
 19. Illustrate problem-solving techniques and show how they can be applied to academic tasks.
 20. Analyse different test-taking strategies for multiple-choice, essay and short-answer questions.
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S-2613

Sub. Code

23BVCA3

U.G. DEGREE EXAMINATION, APRIL 2026

Visual Communication

Allied – 2D AND 3D MODELLING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is 3D?
2. What do you mean Texture?
3. Define Tracing.
4. What do you mean by meta shapes?
5. What is Ray?
6. What do you mean by Particle System?
7. Define Keyframe.
8. What is Vertex?
9. What is Post-Production?
10. What do you mean by geometric model?

Part B

(5 × 5 = 25)

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

11. (a) Give a brief account on Editing Objects in blender.

Or

- (b) Discuss UV Mapping Techniques.

12. (a) What is the default world setting in Blender?
Explain it.

Or

- (b) Write short notes on Render Engines.

13. (a) Explore on the term Animation and types involved.

Or

- (b) Give a brief note on NURBS and metashape.

14. (a) How to set camera for Tracking and Tracking objects in Blender?

Or

- (b) Amplify on Springs, Screens.

15. (a) Summarize on Game Engines in Blender.

Or

- (b) Give a note on the advanced Game Engine Techniques.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the significance of Blender and role of modifiers in Blender.
 17. Detail on the types of Lights and Camera setting in Blender.
 18. What is constraints and discuss its types of constraints.
 19. What is simulation and detail on the advanced physics techniques?
 20. How to export games in Blender and explain the procedure involved in finishing a project?
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S-2614

Sub. Code

23BVC3C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Third Semester

Visual Communication

MULTIMEDIA TECHNOLOGIES AND STANDARDS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by Internet?
2. What is BIOS and eGPU?
3. Mention any three benefits of LED display.
4. Define Resolution.
5. Why do we need Audio Routing?
6. What is Ambisonics?
7. What is the purpose of wi-fi and bluetooth?
8. Specify the various components of smartphones.
9. List out the importance of Troubleshooting.
10. What is IOT?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on early history of Multimedia.

Or

- (b) Comment the role of Adobe premiere and Canva in presenting the media contents.

12. (a) Explain the various components of a television display.

Or

- (b) Compare and contrast the quality of color gamut and HDR.

13. (a) Explain the difference between CCD and CMOS sensors.

Or

- (b) What do you mean by Digital Audio Data Representation? Analyse.

14. (a) List out the Camera Hardware and its importance.

Or

- (b) What is the difference between NFC and RFID access control?

15. (a) Specify the main types of wearable devices used for AR and VR applications.

Or

- (b) Differentiate QoS and QoE.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role and functions of Multimedia Software tools with suitable examples.
 17. Explore the benefits of LED, OLED, 4K and 8K resolution display TV.
 18. Elaborately discuss the importance of digital audio fundamentals with reference to digital audio file formats.
 19. How do smartphone processors impact overall device performance? Explain.
 20. Comment on the significance of LAN, NAT and Firewall.
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S-2615

Sub. Code

23BVC3S1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Third Semester

Visual Communication

DESIGN THINKING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term visual thinking.
2. Give a short definition about design Thinking.
3. What are the Resources used in design thinking?
4. Draw an example for Human – Centered Design.
5. Enlist the tools name in design thinking.
6. Draw an example for center alignment and justification.
7. Explain customer co-creation.
8. Define the term Brain storming.
9. Mention the term “Napkin Pitch”.
10. Mention the uses of wire framing communication.

Part B

(5 × 5 = 25)

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

11. (a) Mention the varieties with in the design thinking discipline.

Or

- (b) Explain convergent thinking in design Thinking.

12. (a) Enlist the varied design thinking Approaches.

Or

- (b) Draw a five stage approach in design thinking.

13. (a) Draw any five logo for your own brand.

Or

- (b) Explain visualization in design thinking.

14. (a) Describe the impact of Journey Mapping.

Or

- (b) Compare and contrast mindmapping and brainstorming.

15. (a) Outline the evolution of UI design.

Or

- (b) Discuss the role of project management in design process.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. How design is used in business and explain it?
 17. Provide a detailed analysis of Assumption Testing – Design criteria.
 18. Write a detail on Aesthetics principles for Designers.
 19. Mention the Role, concept and development of Design Thinking.
 20. List out the basic principles of UI Design.
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S-2616

Sub. Code

23BVC4C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Visual Communication

FILM APPRECIATION AND ANALYSIS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why is film considered a form of communication?
2. Mention two unique features of Tamil cinema history.
3. Define the term “aesthetics” in relation to film.
4. What are the three main stages of film production?
5. Write two functions of the pre-production stage.
6. What is the difference between a shot and a sequence?
7. Define mise-en-scène with a simple example.
8. Name any two great auteurs from world cinema.
9. Mention one key difference between documentary and fiction film.
10. State one reason why documentary films are important in society.

Part B

(5 × 5 = 25)

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

11. (a) Explain how films function as both entertainment and commodity.

Or

- (b) Write a note on the role of philosophy and aesthetics in film appreciation.

12. (a) Describe the production process of a film with examples.

Or

- (b) Compare the functioning of the Indian film industry with that of Hollywood.

13. (a) Discuss the importance of camera angles and movements in storytelling.

Or

- (b) How does editing grammar shape the viewing experience of a film?

14. (a) Explain the significance of montage in film history with examples.

Or

- (b) Write about the contribution of European or Russian film movements to world cinema.

15. (a) How do documentaries differ in narrative style from mainstream films?

Or

- (b) What are the technical aspects involved in producing a documentary?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Critically analyse the role of film as both a cultural experience and a medium of communication.
 17. Discuss in detail the pre-production, production, and post-production stages with relevant examples.
 18. Examine the importance of technical elements such as camera, lighting, editing, and sound in constructing meaning in films.
 19. Evaluate the significance of film movements and auteurs in shaping film history across the world.
 20. Write a detailed essay on the role of documentaries in contemporary society and their impact on audience awareness.
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S-2617

Sub. Code

23BVC4S1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Visual Communication

LIFE SKILLS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is empathetic communication?
2. Write two features of written communication.
3. Define decision-making.
4. What is meant by innovative thinking?
5. Mention any two benefits of self-reflection.
6. Write two examples of emotional barriers.
7. Define negotiation.
8. What are professional connections?
9. Write the full form of SMART goals.
10. State two qualities of a resilient person.

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of email etiquette in communication.

Or

- (b) Write short notes on conflict resolution skills.

12. (a) Discuss the steps involved in evaluating problem-solving options.

Or

- (b) Explain the role of critical thinking in decision-making.

13. (a) Write briefly on the role of empathy in emotional intelligence.

Or

- (b) Explain how self-awareness contributes to personality development.

14. (a) Discuss the role of teamwork in achieving goals.

Or

- (b) Explain networking skills with examples.

15. (a) What are the key aspects of time management?

Or

- (b) Write a short note on setting realistic and achievable goals.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the different types of communication skills with suitable examples.
 17. Explain the role of creative thinking and innovation in problem-solving.
 18. Discuss the importance of emotional intelligence in professional and personal success.
 19. Analyze the need for interpersonal skills and collaboration in the workplace.
 20. Elaborate on personal development strategies with reference to goal setting and motivation.
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S-2618

Sub. Code

23BVCA4

U.G. DEGREE EXAMINATION, APRIL 2026.

Visual Communication

Allied – COMPOSITING AND VISUAL EFFECTS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is a “keyer”?
2. Define “refining mattes.”
3. What is “Digital Color”?
4. Explain the purpose of “compositing CGI.”
5. What is “Creating Effects”?
6. Define “advanced keying techniques.”
7. What are “advanced CGI techniques”?
8. What is a “production pipeline”?
9. Explain “ethical responsibility.”
10. What are “VFX”?

Part B

(5 × 5 = 25)

Answer **all** questions. Choosing either (a) or (b).

11. (a) Discuss the process of “making a great composite.”

Or

- (b) Explain the importance of “Spill Suppression and Despill Artifacts.”

12. (a) Describe the “digital color” process and its use in compositing.

Or

- (b) How does “color correction” affect the final composite?

13. (a) Discuss the use of “transforms and tracking” in creating realism.

Or

- (b) Explain “image blending” techniques.

14. (a) Describe the process of “stereoscopic compositing.”

Or

- (b) What are “advanced compositing techniques”?

15. (a) What is the importance of “collaborating with teams and clients”?

Or

- (b) Discuss the ethical responsibilities in the compositing industry.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the keying techniques and how they are used to create a clean composite.
 17. Discuss the various components of “The Quest for Realism.”
 18. Explain the role of “transforms and tracking” in achieving a seamless composite.
 19. Describe the process of building a demo reel and portfolio.
 20. Discuss the future of the Compositing and VFX industry.
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S-2619

Sub. Code

23BVC5C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Visual Communication

ADVERTISING AND BRAND COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define advertising.
2. What is brand communication?
3. List two types of advertising.
4. What is the role of advertising in the product life cycle?
5. Define consumer-based brand equity.
6. Mention any two tools for managing brand equity.
7. What is advertising copywriting?
8. List two advantages of media planning.
9. Define digital advertising.
10. What is programmatic advertising?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of brand communication in marketing.

Or

- (b) Discuss the evolution of Indian advertising.

12. (a) Describe the relationship between an advertising agency and a client.

Or

- (b) Write short notes of types of advertising with examples.

13. (a) Analyse the key elements of branding and their importance.

Or

- (b) Explain positioning of a brand with suitable examples.

14. (a) Discuss the role of advertising research in campaign planning.

Or

- (b) Explain creative strategies in advertising with examples.

15. (a) Describe the importance of cross-platform advertising in the digital era.

Or

- (b) Discuss types of online advertising with suitable examples.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of advertising in building and maintaining brand equity.
 17. Analyse the buying process and mindset of rural consumers with respect to advertising.
 18. Discuss the challenges in building brand identity during crises with examples.
 19. Evaluate techniques for conducting market and competitive research for ad campaigns.
 20. Write an essay on digital advertising trends and the role of data-driven advertising.
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S-2620

Sub. Code

23BVC5C2

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Visual Communication

USER EXPERIENCE DESIGN

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Expand IoT in UX context.
2. What is user-centered design?
3. What is Hick's law?
4. Define inclusive design.
5. What is aesthetic-usability effect?
6. State meaning of neuroaesthetics.
7. What are affordances in UX?
8. Expand UCD in UX design.
9. Define interaction design.
10. What is responsive design?

Part B

(5 × 5 = 25)

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

11. (a) Define UX and explain its importance.

Or

(b) Differentiate UX design and UI design.

12. (a) Compare social robots and digital assistants.

Or

(b) Evaluate psychological principles in technology design.

13. (a) Explain different types of user research.

Or

(b) Evaluate role of journey maps.

14. (a) Define information architecture with example.

Or

(b) Analyse agile development in UX design.

15. (a) Explain physical ergonomics in UX design.

Or

(b) Evaluate role of AI in UX.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain UX design evolution with examples.
 17. Critically analyze Jakob's law in interfaces.
 18. Create user research plan for mobile app.
 19. Evaluate usability testing techniques critically.
 20. Discuss ethical practices in future UX.
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S-2621

Sub. Code

23BVC5E1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Visual Communication

Elective – IMMERSIVE MEDIA DESIGN

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the difference between AR and VR?
2. Define presence in immersive media.
3. Mention any two input devices used in VR.
4. What is motion capture technology?
5. Define kinematics in VR.
6. What is tracking accuracy in AR?
7. Mention two features of the HoloLens.
8. What is narrative design in immersive media?
9. Define “networked virtual worlds” in the Metaverse.
10. Mention any two risks of the Metaverse.

Part B

(5 × 5 = 25)

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

11. (a) Write a short note on the principles of agency in immersive media.

Or

- (b) Explain the role of projectors and sensors in immersive design.

12. (a) Discuss visual rendering techniques used in VR.

Or

- (b) Write short notes on eye-tracking and Brain-Computer Interface (BCI).

13. (a) Explain the role of camera and projection models in VR.

Or

- (b) Discuss ray tracing and its use in immersive environments.

14. (a) Explain the design challenges of AR in outdoor environments.

Or

- (b) Write a short note on Vuforia as an AR development tool.

15. (a) Discuss the importance of immersive storytelling in journalism.

Or

- (b) Write short notes on the role of avatars and identities in the Metaverse.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the principles of immersive media design with suitable examples.
 17. Write a detailed essay on VR displays and advanced display techniques.
 18. Discuss the applications of AR in education, healthcare, and journalism.
 19. Explain mixed reality with reference to Microsoft HoloLens and Magic Leap.
 20. Critically evaluate the artistic and cultural potential of the Metaverse.
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S-2622

Sub. Code

23BVC6C1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Visual Communication

MEDIA CULTURE IN TAMILNADU

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write two features of Sangam storytelling traditions.
2. Mention any two communication principles from Thirukkural.
3. Who were Bharathi and Bharathidasan in Tamil journalism?
4. What is the role of phonograph in Tamil media history?
5. Define missionary work in early Tamil newspapers.
6. State two contributions of the Dravidian Movement to Tamil media.
7. What is meant by “fan clubs” in Tamil cinema?
8. Give two examples of political influence in Tamil films.
9. Mention any two satellite TV channels in Tamil Nadu.
10. State two impacts of Covid-19 on Tamil media industry.

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of poets as messengers in the Sangam period.

Or

- (b) Write a short note on visual culture in Tamil Nadu (cinema, posters, advertisements).

12. (a) Discuss the significance of theatre art in colonial Tamil communication.

Or

- (b) Explain Periyar's contribution to Tamil journalism and social justice.

13. (a) Trace the development of Tamil newspapers during the colonial period.

Or

- (b) Write short notes on cartoons and posters in Tamil print culture.

14. (a) Explain the role of film music as a tool for communication.

Or

- (b) Discuss the influence of Anna and MGR on Tamil cinema and politics.

15. (a) What is community radio? Explain with examples from Tamil Nadu.

Or

- (b) Analyze the role of Tamil media in the global diaspora.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Examine the evolution and growth of the Tamil language and its influence on communication traditions.
17. Analyze the role of Tamil media in colonial India with reference to national movements and popular storytelling.
18. Critically evaluate the role of print culture in Tamil Nadu with special reference to the Dravidian Movement.
19. Discuss the relationship between Tamil films, politics, and society with suitable examples.
20. Evaluate the impact of social and mobile media, OTT platforms, and the Covid-19 pandemic on contemporary Tamil media.
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S-2623

Sub. Code

23BVC6C2

B.Sc. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Visual Communication

MEDIA ENTREPRENEURSHIP

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define media entrepreneurship.
2. Mention two characteristics of successful media entrepreneurs.
3. What is a business plan?
4. State two functions of budgeting in project management.
5. Write two advantages of resource allocation.
6. Mention two examples of social media platforms.
7. What is social media strategy?
8. Define e-commerce.
9. Mention any two emerging media technologies.
10. What is media innovation?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on the history of media entrepreneurship.

Or

- (b) Explain the importance of case studies in understanding media start-ups.

12. (a) What are the steps involved in executing a media project?

Or

- (b) Discuss the role of monitoring and evaluation in project management.

13. (a) Explain the process of creating effective social media content.

Or

- (b) Write short notes on measuring social media metrics.

14. (a) What is digital entrepreneurship? Explain with examples.

Or

- (b) Explain the process of monetizing digital content.

15. (a) Discuss the role of emerging technologies in media innovation.

Or

- (b) Write short notes on identifying new business opportunities in media.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the characteristics of successful media entrepreneurs with examples.
 17. Examine the importance of project planning, budgeting and scheduling in media project management.
 18. Analyze the role of social media strategies in building business success.
 19. Critically evaluate the opportunities and challenges in digital entrepreneurship.
 20. Explain the impact of future media trends and innovation on society and entrepreneurship.
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S-2624

Sub. Code

23BVC6S1

B.Sc. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Visual Communication

**CYBER SECURITY TRAINING FOR MEDIA
PROFESSIONALS**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is “cyberspace”?
2. Define “remedial and mitigation measures”.
3. What is “social media security”?
4. Name a “cybercrime reporting platform”.
5. What is a “crisis management plan”?
6. Define “cyber security compliance”.
7. What is an “audit“ in cyber security?
8. Explain “implementing security controls”.
9. What is “practical hands-on exercises”?
10. What is “data protection”?

Part B

(5 × 5 = 25)

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

11. (a) Explain the “overview of the Cyber security Threat Landscape”.

Or

- (b) Describe the “types of cybercrime” that media professionals face.

12. (a) Discuss the overview of “Cybercrime Reporting and Cyber Law”.

Or

- (b) Explain the difference between “data privacy and data security”.

13. (a) Describe the “cyber security of digital devices”.

Or

- (b) Discuss the “tools and technology for cyber security”.

14. (a) Explain the importance of a “crisis management plan”.

Or

- (b) Discuss the “Do’s and Don’ts for Cyber security”.

15. (a) Describe the process of “installing and configuring cyber security tools”.

Or

- (b) What are the “best practices for cyber security”?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the “essential components of cyber security” and their importance.
 17. Discuss the “overview of cybercrime” and its common types.
 18. Explain the importance of “data privacy and security” in the digital age.
 19. Describe the process of developing a “cyber security plan and crisis management strategy”.
 20. Explain the purpose of “practical hands-on exercises” in a cyber security course.
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