

**C-3619**

**Sub. Code**

**96723**

**B.Sc. DEGREE EXAMINATION**

**VISUAL COMMUNICATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**COMMUNICATION THEORIES AND CONCEPTS**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is called symbolic communication?
2. What is presentational communication?
3. State social exchange theory proposed by George Casper.
4. Define Noise.
5. Define groups and teams.
6. Explain group dynamics.
7. What is called intimate distance?

8. What are called fillers?
9. Define the classical rhetorical theory of communication.
10. Write about the relation between media and public opinion.

**Part B** (5 × 5 = 25)

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

11. (a) Write a note on interpersonal communication.

Or

- (b) Discuss the choice of communication medium based on needs.
12. (a) Explain the differences between lateral thinking and creative thinking.

Or

- (b) Describe Action Models in communication.
13. (a) Explain the process of small group decisions.

Or

- (b) Write about body language and paralinguistic cues.
14. (a) Explain the differences between functional and arousal haptic communication.

Or

- (b) Describe social judgement theory with any example.

15. (a) What is the hypothesis of cultivation theory? Explain.

Or

- (b) What is the role of the opinion leader in the multi step flow of communication? Discuss.

**Part C**

(3 × 10 = 30)

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

16. (a) Write an essay on linguistic mode, visual mode, aural mode, gestural mode and spatial mode of communication.

Or

- (b) What are the differences between synchronous and asynchronous communication modes in the learning process?

17. (a) Joseph Jordania, Evolutionary Musicologist suggested that talking to oneself can be used to avoid silence – Discuss.

Or

- (b) How to report to personnel, audit, report, grievance committees? Explain from a small group communication perspective.

18. (a) Write an essay on the predictable patterns between cultures with differing time systems. Explain the co-cultural effects.

Or

- (b) Explore the spiral of silence theory in digital social networking.

**C-3620**

**Sub. Code**

**96732**

**B.Sc. DEGREE EXAMINATION**

**VISUAL COMMUNICATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**TELEVISION PRODUCTION**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is documentary?
2. Name any two popular television standards.
3. What do you mean by story board?
4. What is production loci?
5. Define a farming.
6. Name any two types of lenses.
7. What is omni directional mic?

8. What do you mean by NLE?
9. What is assemble mode in editing?
10. What is mixing?

**Part B** (5 × 5 = 25)

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

11. (a) Write a comparative note on short films and ad films.

Or

- (b) What are the different types of telecasting?

12. (a) Briefly explain the principles of script writing in television production.

Or

- (b) Elaborate on role of research in creative production.

13. (a) Explain the importance of camera movements in production.

Or

- (b) Describe the various types of filters used in television production.

14. (a) Explain the audio recording techniques television production.

Or

- (b) Elaborate on importance of voice over in documentary production.

15. (a) What are the advantages of NLE over linear video editing?

Or

- (b) Explain the importance of compression formats used in television production.

**Part C** (3 × 10 = 30)

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

16. (a) Illustrate the step by step development of a documentary production.

Or

- (b) As a production manager what are the preparedness you would make for an indoor production.

17. (a) Explain the lighting technique to be used in interviews, indoor and out-door production.

Or

- (b) Elaborate on the challenges in recording ambience sound and rerecording for an effective television programme.

18. (a) Explain the challenges faced by the floor manager in recording an interactive programme in a studio.

Or

- (b) Explain the recent technological advancements in video production.

**C-3621**

**Sub. Code**

**96733**

**B.Sc. DEGREE EXAMINATION**

**VISUAL COMMUNICATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**UNDERSTANDING INDIAN SOCIETY**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is belief?
2. What is media culture?
3. List the religious minorities in India.
4. Define ethnicity.
5. Define joint family.
6. Who are called audience?
7. What is called feed-back?

8. What do you mean by viewership?
9. List the types of media.
10. What is media representation?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the distinct features of Indian society.

Or

- (b) Describe the gender differences you have observed in India.

12. (a) Differentiate between the caste and class system.

Or

- (b) Elaborate on caste discrimination in India.

13. (a) Explain the role of media in education in India.

Or

- (b) What is the appropriate approach to study the television in India?

14. (a) Describe how media functions in a democratic society.

Or

- (b) Elaborate on 'how media construct social reality'.



15. (a) Comment on “media as a consciousness industry”.

Or

- (b) Explain the steps involved in studying semiotics.

**Part C** (3 × 10 = 30)

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

16. (a) “India is a country with rich ethnic and linguistic diversity” – Comment.

Or

- (b) Explain the vast rural and urban differences in the Indian society.

17. (a) “The social construction of reality is the main functions of media” – Elaborate.

Or

- (b) Examine the sociology of communication with suitable examples.

18. (a) Explain the challenges of communication in a multi-cultural society.

Or

- (b) Write a critical note on the socio-economic status of Indian society.

**C-3622**

**Sub. Code**

**96735**

**B.Sc. DEGREE EXAMINATION**

**VISUAL COMMUNICATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**VIDEO EDITING**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on Thomas Edison.
2. What is dubbing theatre?
3. What is time code?
4. What is the paper edit?
5. Define rough cut.
6. What is archive material?
7. What is batch capturing?

8. Name any two popular editing software.

9. What is 'log the rushes'?

10. What is screening?

**Part B**

(5 × 5 = 25)

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

11. (a) Briefly explain 'montage'.

Or

(b) Write a note on the pioneers in film editing.

12. (a) Explain the basics of linear video editing.

Or

(b) Elaborate on the advanced editing techniques.

13. (a) Elaborate on assembling and creating movies.

Or

(b) Explain the basic transition types in editing.

14. (a) How will you import and organize footages?

Or

(b) Elaborate on the basic skills required for an editor.

15. (a) Explain the preparedness for documentary production.

Or

- (b) Elaborate on the essentials on non-linear editor.

**Part C** (3 × 10 = 30)

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

16. (a) Explain the challenges of an editor in telling a successful story.

Or

- (b) Examine the merits and demerits of linear editing techniques.

17. (a) Elaborate on the process of optimizing for the optical media and the web.

Or

- (b) Elaborate on the pioneers who contributed to the film making.

18. (a) Write a story of your choice for a short film.

Or

- (b) Examine the advances in post-production work in making a creative video production.

**C-3624**

**Sub. Code**

**96742**

**B.Sc. DEGREE EXAMINATION**

**VISUAL COMMUNICATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**PRINTING AND PUBLICATION DESIGN**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Rotogravure printing?
2. How does an offset printer work?
3. Explain the silver mirroring process.
4. What is called stencilling technique?
5. What are digital proofs?
6. What is the difference between global correction and local correction?
7. What is called Business design?

8. What should be included in a catalogue?
9. What is CMYK?
10. List out the advantages of multifunction printers.

**Part B** (5 × 5 = 25)

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

11. (a) Write about Linocut inks for block printing on paper and fabric.

Or

- (b) Explain the process of printing from color negatives.

12. (a) In early days, why was the darkroom facility essential for the photo print development process?

Or

- (b) Explain the selection of typeface.

13. (a) What is the use of alignment and word spacing?

Or

- (b) Typography speaks louder than words – Justify.

14. (a) Write a note on the types of brochures with creative ideas.

Or

- (b) What are the primary responsibilities of the Print Estimator?

15. (a) Explain steam power and rotary motion of cylinders, the two ideas which altered the design of the printing press radically.

Or

- (b) Write a note on personalization capabilities of digital printing.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the technical processes of flexographic printing. Why is this type of print very famous nowadays?

Or

- (b) Explain the differences between intaglio and relief printing techniques and output.

17. (a) How the printing press changed the world? Explain the history of the print industry from the 15<sup>th</sup> century.

Or

- (b) Explain the differences between Direct to Plate, computer to plate.

18. (a) Explain the following layout types in printing :

- (i) Mondrian layout
- (ii) Circus layout
- (iii) Silhouette layout
- (iv) Multipanel layout and
- (v) Big-type layout.

Or

- (b) Write an essay on the latest trends in the printing industry like 3D printing.