

**C-3618**

**Sub. Code**

**96713**

**B.Sc. DEGREE EXAMINATION  
VISUAL COMMUNICATION  
NOVEMBER 2021 EXAMINATION**

**First Semester**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Oral Communication.
2. What is called diagonal communication in a formal way?
3. What is the use of feedback?
4. Explain narrative style.
5. List five channels of technical communication and state their nature.
6. Define culture code.
7. Define aesthetics.
8. What is the role of design incubator?
9. How does color affect the mind?

10. What is Gestalt psychology?

**Part B**

(5 × 5 = 25)

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

11. (a) How communication works in the Berlo Model?

Or

(b) Write about cultural differences and language as barriers to effective communication.

12. (a) What are semantic barriers in communication?

Or

(b) What is the difference between denotation and connotation?

13. (a) Describe the thinking process and visual design patterns.

Or

(b) What are the five fundamentals of visual design? Explain.

14. (a) Write a note on digital design tools.

Or

(b) How to practice visual thinking? Explain visual mind.

15. (a) What is visual idea refinement? Explain the creative process in the design industry.

Or

- (b) How to identify a problem in design? Explain design thinking.

**Part C**

(3 × 10 = 30)

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

16. (a) Write an essay on the digital platforms and channels which allows all users to communicate with all.

Or

- (b) Write an essay on Traditional Transmission Media.
17. (a) How multimodality works in intercultural marketing communication? Explain with language and visual communication.

Or

- (b) Write an essay on the graphic designs as an international language.
18. (a) Explain ideation. How to develop concepts using graphic design and print production?

Or

- (b) Explain the following with design principles :
- (i) typography
  - (ii) landing page
  - (iii) visually appealing
  - (iv) negative space and
  - (v) alignment.
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| <b>C-2103</b> |
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| <b>96723</b> |
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**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Second Semester**

**Visual Communication**

**COMMUNICATION THEORIES AND CONCEPTS**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. Mention any four media of communication.
3. What do you mean by interpersonal communication?
4. What is lateral thinking?
5. Define group communication.
6. What is verbal communication?
7. What is kinesics?
8. What do you mean by proxemics?
9. Who propagated agenda setting theory?
10. Mention any four communication theories.

**Part B****(5 × 5 = 25)**Answer **all** questions

11. (a) Explain the importance of intra-personal communication.
- Or
- (b) Explain the SMCR model of communication.
12. (a) Briefly explain the process of communication.
- Or
- (b) Elaborate on leadership skills and team work.
13. (a) Explain the Rhetoric model.
- Or
- (b) What are the types of non-verbal behaviours?
14. (a) Explain basics of public communication.
- Or
- (b) Elaborate on normative theories.
15. (a) What are the assumptions of persuasion models?
- Or
- (b) Explain the two-step flow theory.

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

16. (a) Write a critical note on the functioning of mass media in India.
- Or
- (b) Examine the theories and models concerning interpersonal communication.

17. (a) Explain the theories associated with public communication in a developing society like India.

Or

- (b) Examine the uses and gratifications theory with suitable examples.
18. (a) Explain the spiral of silence theory with an appropriate example.

Or

- (b) Illustrate the assumptions of cultivation theory with suitable examples.
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**C-4993**

**Sub. Code**

**96732**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Visual Communication**

**TELEVISION PRODUCTION**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Script writing
2. Screenplay
3. Spec script
4. Indoor
5. Floating frame
6. Diffusion filter
7. Stereo sound
8. Voice over
9. Visualization
10. Story board

**Part B**

(5 × 5 = 25)

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

11. (a) State the phases of production and its importance.

Or

- (b) Bring out the difference between documentary and Ad films.

12. (a) Mention few points about screenplay writing.

Or

- (b) Write a note on creative writing.

13. (a) Write short note on colour temperature.

Or

- (b) List the uses of lighting in television.

14. (a) Write a brief note about audio recording.

Or

- (b) What is SFX? Mention its advantage.

15. (a) Write short note on post Synchronization.

Or

- (b) Write the merits and demerits of linear and Non Linear Editing.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about production Management.

Or

- (b) Write in detail about Indoor and outdoor shooting.

17. (a) What is script writing? State the principles of script writing.

Or

- (b) What are the objectives of TV lighting? Mention few points about Lighting design.

18. (a) Explain the categories of sound.

Or

- (b) Write in detail about technological advancement in Video production.

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**C-4994**

**Sub. Code**

**96733**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Visual Communication**

**UNDERSTANDING INDIAN SOCIETY**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Culture
2. Values
3. Social Action
4. Functionalism
5. Interactionist Paradigm
6. Three Areas of semiotics
7. Scrutiniser
8. Subjective Reality
9. Cyber culture
10. Stereotype

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes about uniqueness of Indian Culture.

Or

- (b) Write short note on Diversity.

12. (a) What is Social Attitude? How is it important in the current scenario?

Or

- (b) Discuss about marxism and Feminism.

13. (a) What are the pros and cons of Media Culture?

Or

- (b) Give a short note on Social Organization.

14. (a) In what way media Influences cultural transmission?

Or

- (b) Media is watchdog – Explain.

15. (a) Write a short note on Musical Culture.

Or

- (b) State the important representation of media in Film.

**Part C**

(3 × 10 = 30)

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

16. (a) What is Culture dominance? Give a detail note on dominant culture.

Or

- (b) Give a detail note on Regionalism.

17. (a) Elucidate in detail about Unity in Diversity.

Or

- (b) Difference between Active Audience and Passive Audience.

18. (a) Explain the under representation of women in Media.

Or

- (b) Discuss the Effect of Stereotype behaviours in Society.

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**C-4995**

**Sub. Code**

**96735**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Third Semester**

**Visual Communication**

**VIDEO EDITING**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Linear and Non Linear Editing.
2. Manipulation.
3. File formats of Image.
4. Editing.
5. Four Video Editing Softwares.
6. Batch Capturing.
7. Sub Editor.
8. Pitch Shifting.
9. Documentary.
10. Screen Interview.

**Part B**

(5 × 5 = 25)

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

11. (a) What is Film Editing? State the History of Film Editing.

Or

- (b) Write short note about Edwin Porter.

12. (a) Brief note on Video Compression.

Or

- (b) Why we need different types of Video formats? Mention few video formats and its uses.

13. (a) Write short note on basic Editing techniques.

Or

- (b) Bring out the difference between mobile editing and system Editing.

14. (a) State your views about post production.

Or

- (b) Elucidate the importance of practicing skills in Video Editing.

15. (a) What are the pros and cons of Documentaries?

Or

- (b) How do you prepare for an Video Interview?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain about continuity Editing and complexity Editing. State the advantages.

Or

- (b) How do you assemble the full Video? What are the Editing techniques to get a good output?
17. (a) What are the different types of Editing Softwares? Mention the step by step techniques in Editing software.

Or

- (b) Who is Master Editor? Explain the work of a Master Editor.
18. (a) What is Review? State the important points to do a movie review.

Or

- (b) Explain performance Documentary and its characteristics.
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**C-4997**

**Sub. Code**

**96752**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**Visual communication**

**ADVERTISING**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define visual merchandising.
2. What is a POS display?
3. Define Infographics.
4. What is a Web banner?
5. What is Kiosk used for?
6. Define Direct Gaze.
7. What is Faux placement?
8. Explain the concept of first online
9. What is the use of Mannequins in the fashion industry?
10. What is the role of post discounts in retail shopping?



**Part B**

(5 × 5 = 25)

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

11. (a) What are the functions of visuals in advertisements?

Or

- (b) Write about store layout and atmospherics of retail stores.

12. (a) Explain the rule of thirds in visual advertisement.

Or

- (b) Does traditional advertising still work?

13. (a) How does Google AdSense work? Explain.

Or

- (b) What is the use of temporary tattoos in body advertising? Explain the recent trends.

14. (a) Explain Ad composition.

Or

- (b) Describe any metaphors similes used as a symbolic representation in recent advertisements.

15. (a) What are the pros and cons of product placement?

Or

- (b) What are the four main functions of point of purchase displays?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the importance of visual content in marketing strategy, how to deliver it effectively.

Or

- (b) What is illustration advertising and why is it more important than other types of advertising.

17. (a) Holographic technology will be the future of OOH advertising - Justify.

Or

- (b) What is illustration Advertising and why is it more important than other types of advertising.

18. (a) Write an essay on perception and alter perception ways in television advertisements.

Or

- (b) How to differentiate sales promotion at point of sale and outer shop promotional modelling? Explain.

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**C-4998**

**Sub. Code**

**96755**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2021**

**Fifth Semester**

**Visual Communication**

**COMMUNICATION SKILLS**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Jargon
2. Decoder
3. Haptics
4. Semantic rules
5. Selective Listening
6. Vocabulary
7. Skimming
8. Lexile measure
9. Group Discussion
10. Discourse.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the importance and need of communication?

Or

- (b) Write a note on the stages of Interpersonal Communication.

12. (a) What are the principles of Non-Verbal Communication?

Or

- (b) Write a short note on any five types of Non Verbal Communication.

13. (a) What are the importance of listening in communication skills?

Or

- (b) What are the components of active listening?

14. (a) Explain the four types of reading skills.

Or

- (b) What are the four levels of reading?

15. (a) Write a short note on the importance of body language in Group Discussion.

Or

- (b) Write a short note on Telephonic Conversation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a detail note on the different types of communication.

Or

- (b) What are the skills required for an effective communication?

17. (a) Explain in detail about the various barriers to listening.

Or

- (b) Explain the various techniques in Group discussion.

18. (a) “Non-Verbal Communication Substitutes Verbal Communication”- Analyse.

Or

- (b) Write a detailed note on semiotics.

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