

C-5182

Sub. Code

83613

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Visual Media

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is interpersonnal communication?
2. Discuss the meaning of visual communication.
3. What do you mean by concepts in communication?
4. Mention any four theories/models of communication.
5. What is denotation?
6. Define semiotics.
7. What do you mean by public opinion?
8. What are the barriers to communication?
9. What do you mean by public Relations?
10. Discuss the types of Mass Media.

Part B

(5 × 5 = 25)

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

11. (a) What is visual communication? Explain its importance.

Or

- (b) Write on 'communication as an expression'.

12. (a) Explain the types of communication.

Or

- (b) Elaborate the levels of communication.

13. (a) Briefly explain the terms signs and symbols.

Or

- (b) Describe the semiotic landscape involving language and visual communication.

14. (a) Explain the relationship between culture and communication.

Or

- (b) What are the problems and challenges of mass communication?

15. (a) Briefly explain the types of mass media.

Or

- (b) Differentiate between public Relations and publicity.

Part C

(3 × 10 = 30)

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

16. (a) Critically examine the relative merits of verbal and non-verbal communication.

Or

- (b) Explain the skills required for a mass communication.

17. (a) Elaborate on Dance's Helical model of communication.

Or

- (b) Explain the importance of narrative representation in visual presentation.

18. (a) What are the characteristic features of Global media?

Or

- (b) Explain the influence and impact of mass media.

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83614

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Visual Media

ART AND DESIGN STUDY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define elements of design.
2. Define Rhythm.
3. What is RYB?
4. Define Colour mixing.
5. What is layout design?
6. What is copy fitting?
7. Define Linear perspective.
8. What is horizon line?
9. Define line of action.
10. What is 3D shape?

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the Principles of Design.

Or

- (b) Write short note on Contrast and Colour.

12. (a) Discuss about colour wheel.

Or

- (b) Explain Calligraphy with illustration and images.

13. (a) Write the Objectives of layout design.

Or

- (b) Write about Page-makeup and Layout.

14. (a) Write about the steps in designing of magazine.

Or

- (b) Differentiate between linear perspectives and aerial perspective.

15. (a) Write about figure drawing.

Or

- (b) Explain in detail about contour drawing.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate on the prospects of colour psychology.

Or

- (b) Write about the technological, compositional and social aspects of visuals.

17. (a) Explain the terms – station point, picture plain, vanishing point, eye level.

Or

- (b) Using Stick figure draw a dream house.

18. (a) Elaborate on the essentials of human figure drawing.

Or

- (b) What is typography? Explain the elements of typography.
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83624

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Visual Media

SCRIPT AND SCREENPLAY WRITING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

Define the following:

1. Narrative synopsis
2. Shot
3. Title
4. Plot
5. Composition
6. Edusat
7. Tags
8. Freeze Frame
9. Story Board
10. Shooting Script

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

11. (a) Elaborate on 'Script writing as a creative enterprise'.
Or
(b) Explain the stages in the craft of script writing.
12. (a) Briefly explain the terms – exposition and planting.
Or
(b) Explain the essentials of writing television news.
13. (a) What are the characteristic features of television?
Or
(b) How do you manage the reality shows production?
14. (a) Differentiate between two-dimensional and three dimensional characters.
Or
(b) How do you propose a reality show production.
15. (a) What are the essentials of writing script for audio and video?
Or
(b) Elaborate on 'Writing dialogue for scripts'

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

16. (a) 'A script should be viewed as having two fundamental attributes – form and content' – justify.
Or
(b) What type of production content emotionally engage an audience?

17. (a) Examine the key elements in the production of semi-scripted shows.

Or

- (b) Explain the logical and linear sequence in writing script.

18. (a) Illustrate step by step sequence in writing script for educational television programmes.

Or

- (b) Write a script for a documentary of your choice.
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83632

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Visual Media

FILM LANGUAGE AND APPRECIATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Film perception.
2. Hermeneutics.
3. Genres.
4. Narrative form.
5. Mise-en-scene.
6. Cinematography.
7. Story board.
8. Screen play.
9. Casting.
10. Aperture.

Part B

(5 × 5 = 25)

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

11. (a) Outline five theory and semiotics.

Or

- (b) Write about French impression and surrealism.

12. (a) Discuss the concept of form in films.

Or

- (b) Write the role of cinematographer.

13. (a) Highlight the importance of pre-production.

Or

- (b) Write a note on budgeting and location.

14. (a) Write about low angle, high angle and close up with examples.

Or

- (b) Write about camera panning and camera tilt.

15. (a) List the functions of film sound.

Or

- (b) Discuss the role of special effects.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate on the role of cinema and its current trend.

Or

- (b) Explain soviet montage and the classical hollywood cinema.

17. (a) Explain the principle of film.

Or

(b) Explain production and direction in detail.

18. (a) Explain the rule of third.

Or

(b) Explain different types of storage format and depth of field.

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Visual Media

ADVERTISING AND PR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** the questions.

1. National leading advertiser.
2. Stimulus – response.
3. Advertising.
4. Testimonial.
5. Agency selection.
6. Media relationship.
7. Advertising forms.
8. Audio visual commercials.
9. Case study.
10. Public relation.

Section B

(5 × 5 = 25)

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

11. (a) Outline the history of advertising.

Or

- (b) State the relevance of advertising in today's market.

12. (a) Write the merits and demerits of advertising.

Or

- (b) List the strategy in campaign planning.

13. (a) Write a note on copy platform and copy format.

Or

- (b) Write the techniques of print ad production.

14. (a) Discuss about the evolution of public relations.

Or

- (b) Discuss about PR as a profession.

15. (a) Write about the effective way of communication with the media.

Or

- (b) State the importance of media relations and publicity.

Section C

(3 × 10 = 30)

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

16. (a) Explain advertising in global marketing context.

Or

- (b) Explain the status of advertising industry in India and socioeconomic effects of advertising.

17. (a) Explain the types of advertising.

Or

(b) Explain the structure and functions of advertising agency.

18. (a) Elaborate on the case study of prints and commercials.

Or

(b) Explain the tools of PR.

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B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Visual Media

MARKETING RESEARCH

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on market share.
2. What do you mean by market survey?
3. Write any two sponsors name for Market research.
4. What is Questionnaire?
5. Write a note on sampling.
6. Comment on Pilot survey.
7. What is data?
8. Write any two advantages of field work in Market research.
9. What is Report writing?
10. Write any two uses of computers in data processing.

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of anyone market research agency in India.

Or

- (b) Write the importance of Market research.

12. (a) Write the role of a project leader in Marketing research.

Or

- (b) Write the responsibilities of market research officer.

13. (a) Give any four characteristics of a good questionnaire.

Or

- (b) How do you select the survey approach?

14. (a) Write the role of supervisor for a market research.

Or

- (b) Explain the method of controlling errors in sampling.

15. (a) Data Base Management System make the marketing survey simple. Explain.

Or

- (b) How do you interpret the data in Marketing research?

Part C

(3 × 10 = 30)

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

16. (a) Discuss the scope of market survey in Tamil Nadu.

Or

- (b) Writing proposal for a Market survey project is Easy – Explain.

17. (a) Explain the importance of data collection for a Market survey.

Or

- (b) Prepare a questionnaire for a market survey of a house hold product in your area.

18. (a) Explain the editing and interpretation of data in market research.

Or

- (b) Explain the steps in report writing for a Market research.

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83642

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Visual Media

EDITING TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is time code?
2. Write short note on linear editing.
3. Define graphics.
4. Write short notes on compositing technique.
5. Define text.
6. What is animation preset?
7. Write short note on rule of third.
8. What is montage editing?
9. What is audio mix console?
10. What is sound harmonics?

Part B

(5 × 5 = 25)

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

11. (a) Outline on three point editing.

Or

- (b) What is the relationship between time line and the program view in the monitor window?

12. (a) Write a brief note on layer based compositing.

Or

- (b) Illustrate the workspace and work flow in editing with diagram.

13. (a) How to create special effects by using transparency and compositing techniques?

Or

- (b) Write a brief note on typography animation.

14. (a) How to apply and control standard effects in editing?

Or

- (b) Write a brief note on recording effects and optical effects.

15. (a) Write a brief note on importance of sound editing.

Or

- (b) Describe about synchronous and non synchronous sounds.

Part C

(3 × 10 = 30)

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

16. (a) Explain monitor window control and functions of the source view, program view and time line.

Or

- (b) How to prepare work plan for online editing of any sports program? Explain online editing aspects.

17. (a) Write a detailed note on
- (i) 3d tracking and match moving
 - (ii) 2d tracking and match moving
 - (iii) CC particle world.

Or

- (b) Explain animation and special effect meating tools in editing.

18. (a) Explain shot composition and Aesthetics continuities and its role in editing.

Or

- (b) Elaborate on audio equipments needed for sound recording and sound editing.

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83651

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Visual Media

PROJECT MANAGEMENT

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Concept of project
2. Types of project
3. Levels of management
4. Resource scheduling
5. Human resource planning
6. Performance appraisal
7. Training
8. Co-ordination
9. Supervision
10. TQM

Part B

(5 × 5 = 25)

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

11. (a) How is human resource planning necessary?

Or

- (b) What factors should a manager consider in human resource planning?

12. (a) Explain the line and staff concepts in regard to project management.

Or

- (b) Elaborate on resource allocation methods.

13. (a) How do you measure and control the project performances?

Or

- (b) How to make better use of staff and control cost?

14. (a) Explain the team development process to achieve high performance.

Or

- (b) What measures do you suggest to manage project teams?

15. (a) What do you mean by Performance appraisal? How is it useful for project quality management?

Or

- (b) 'Effective communication is the lifeblood of the organisation' — Comment.

Part C

(3 × 10 = 30)

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

16. (a) Write a detailed budget proposal for a video project incorporating scheduling.

Or

- (b) Examine the visual story telling techniques with examples.
17. (a) Illustrate the importance of cinematography in video productions.

Or

- (b) Critically examine the rules of shot composition in video production.
18. (a) Examine the use of lights in story telling with examples.

Or

- (b) How do you integrate and creatively use audio and video effects in making a good video.
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83652

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Visual Media

CORPORATE COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Advertising
2. Publicity
3. Internal public
4. House Journal
5. Press release
6. Media relations
7. Exhibitions
8. Marketing communication
9. Internet
10. NGOs

Part B

(5 × 5 = 25)

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

11. (a) Briefly describe the nature and scope of Corporate Communication.

Or

- (b) Distinguish between Public Relations, Corporate Communication and Propaganda.

12. (a) Explain the role of Corporate Communications in an industry.

Or

- (b) What are the qualifications and skills required for a person managing Corporate Communication?

13. (a) Explain the Corporate Communication tools for internal and external audiences.

Or

- (b) Define pressure groups. What are the essential qualities to deal them?

14. (a) Elaborate on marketing communications and product promotions.

Or

- (b) What are the preparedness required for conducting exhibitions as part of Corporate Communication?

15. (a) Explain the role of Corporate Communication in local bodies.

Or

- (b) Explain the functions of Corporate Communications in NGOs.

Part C

(3 × 10 = 30)

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

16. (a) Examine the basic tools, strategies, planning and core functions of Corporate Communications with suitable examples.

Or

- (b) Critically analyse the structure and functioning of a Corporate Communication office in the competitive world.

17. (a) Examine the Corporate Communication tools for the internal and external audiences.

Or

- (b) Critically examine the do's and don'ts of maintaining media relations for a multinational organisation.

18. (a) Examine how to develop skills to apply communication aspects to media companies and other organisations.

Or

- (b) Examine the importance of Internet and intranet in maintaining relations with the internal and external publics of a government organisation.

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83653

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Visual Media

DIGITAL MARKETING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Platform
2. Google
3. E-commerce
4. Facebook
5. Social media optimization
6. Twitter
7. E-mail marketing
8. Youtube
9. Internet
10. Trade fairs

Part B

(5 × 5 = 25)

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

11. (a) Briefly describe the nature and scope of Digital Marketing.

Or

- (b) Explain the smart tools used in Digital Marketing.

12. (a) Elaborate on the Google display marketing.

Or

- (b) Briefly explain the Mobile App Promotion.

13. (a) Explain the status of digital marketing in India.

Or

- (b) How do you make search engines live?

14. (a) What strategy will you adopt for promoting E-mail marketing?

Or

- (b) How do you design, execute and manage costing for E-mail marketing?

15. (a) Explain the international marketing through internet.

Or

- (b) Elaborate on international Public Relations and Advertising.

Part C

(3 × 10 = 30)

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

16. (a) Examine the written, visual and digital communication skills essential for a career in digital marketing.

Or

- (b) Examine the Digital Marketing Information Resources for updating knowledge.

17. (a) Examine the steps involved in start-ups of E-commerce websites with examples.

Or

- (b) Critically examine the do's and don'ts of blog and video marketing in the digital age.

18. (a) Examine the communication strategy to deal with the digital marketing across countries.

Or

- (b) Examine the ecological concerns and international marketing ethics while dealing with global consumers.
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