

C-8390

Sub. Code

96723

B.Sc. DEGREE EXAMINATION, APRIL 2023.

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. What is Analogue communication?
2. Define verbal communication.
3. What is Phatic stage?
4. Define Creative thinking.
5. Mention the 7 C's of effective communication.
6. Why do we need leadership?
7. What is Haptics?
8. Define Paralanguage.
9. Outline the process of spiral of silence model.
10. Why is the two step flow theory important?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the modes of communication? Explain.

Or

- (b) Differentiate the functions of Spatial and Linguistic communication.

12. (a) Write a note on Transactional analysis with examples.

Or

- (b) Comment on Lateral Thinking.

13. (a) Discuss the advantages of team work communication.

Or

- (b) Explain any three models of group communication.

14. (a) Give a note on Persuasion model.

Or

- (b) Mention and explain any three non-Verbal Communication theories.

15. (a) Define and explain the need of cultivation theory.

Or

- (b) Explain how and why media set agendas. Give example of how media set agendas during election.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the five media of communication? Discuss with examples.

Or

- (b) Define and explain the interpersonal communication models and theories.

17. (a) Discuss the following terms with examples – transmission, interaction, and transaction models.

Or

- (b) Comment on types of Non-verbal communication behaviour with suitable examples.

18. (a) Why do we need public communication? Explain its salient features and its types.

Or

- (b) Elaborately discuss the role and functions of normative theory.
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96742

B.Sc. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Visual Communication

PRINTING AND PUBLICATION DESIGN

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Offset.
2. What do you mean by Gravure?
3. Write a note on CMYK.
4. What is Direct to Plate?
5. Differentiate Catalogue and Brochure.
6. Comment on typography.
7. Differentiate A4 and A3 paper in size.
8. Suggest a method to reduce the cost of printing.
9. Differentiate the printed book and E-book.
10. Write a note on Adobe InDesign.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Photo composition (Phototypesetting) with an example.

Or

- (b) Explain the plate making process with a diagram.

12. (a) Write the advantages of digital prepress.

Or

- (b) Explain the colour separation in printing.

13. (a) Draw a lay out for a first page of a Newspaper.

Or

- (b) Write the importance of typography.

14. (a) Suggest the way to reduce the cost of printing with an example.

Or

- (b) Explain the print order estimation.

15. (a) Printing and Publication Industry in India is good – Explain.

Or

- (b) Explain the design decision.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Compare the traditional printing and the Digital printing technology.

Or

- (b) Explain the typesetting methods with diagrams.

17. (a) Colour printing made the communication effective – Discuss.

Or

- (b) Explain the colour reproduction in printing with an example.

18. (a) Write the advantages of using different types of ink and papers in printing.

Or

- (b) Digital Printing reduces the cost, time, labour, machineries drastically – Discuss.

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96762

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Visual Communication

MEDIA LAWS AND ETHICS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Why do we need media ethics?
2. What is Article 191 (a)?
3. Define Slander.
4. Why do we need copy right?
5. What is broadcasting council?
6. Define Advertising.
7. Why do we need Fair use?
8. Mention any three examples of Invasion of Privacy?
9. What is video manipulation?
10. Define Parody.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the provisions for the freedom of speech and expression in the Indian Constitution?

Or

- (b) Write a note on UN declaration of human rights.

12. (a) What is a 'Libel'? How can a media person guard against it?

Or

- (b) Explain the press and registration of books act.

13. (a) Comment on CBFC.

Or

- (b) Discuss Prasar Bharathi Act.

14. (a) Explain the importance of IT Act.

Or

- (b) Comment on Privacy Act 23.

15. (a) Explain the code of ethics for print media in India.

Or

- (b) How does photo manipulation affect the society? Explain with examples.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What do you mean by freedom of Press? What has been said in various Articles of our constitution on this issue?

Or

- (b) Comment the salient features of Indian Constitution.

17. (a) Trace the importance of cyber laws to regulate cyber space in India.

Or

- (b) Discuss the functions of the Press Council of India.

18. (a) Discuss the responsibilities of the Advertising standard council in the broadcast media with examples.

Or

- (b) 'The growth of social media has surpassed the Right to Privacy' – Discuss.
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B.Sc. DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Visual Communication

FILM APPRECIATION

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment on cinema.
2. What is meant by film appreciation?
3. What do you mean by film genre?
4. Differentiate the comedy and science fiction film.
5. Name any two new wave films.
6. What do you mean by film movement?
7. Give any two reasons for the success of films in the digital age.
8. Comment on Parallel cinema.
9. Write the need for film review.
10. Differentiate the dubbed film and remake film.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the important stages in the history of cinema.

Or

- (b) Write review for a film you saw recently in theatre.

12. (a) Explain the comedy genre film with an example.

Or

- (b) Reason out the success of a particular film genre in the digital age.

13. (a) Write the changes made by the film movements.

Or

- (b) Explain the narrative structure of a film with an example.

14. (a) Award films are not successful in theatre incomes — Give reasons.

Or

- (b) Write the formula for the success of films in the digital age.

15. (a) Differentiate the film review and film criticism.

Or

- (b) Criticise the film Vikram.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Cinema evolved by including all the technology-
Discuss.

Or

- (b) Tamil Cinema gave importance for the values in life
– Discuss.

17. (a) Compare Black and White period films and the
digital age films.

Or

- (b) Give reasons for the success of the Hollywood films.

18. (a) Review a remake film of your choice.

Or

- (b) Appreciate the film Bahubali or KGF.
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B.Sc. DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Visual Communication

WEB DESIGN

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Name any two principles of design.
2. What is meant by WWW?
3. Comment on HTML.
4. Name any two software used for web design.
5. Write any two advantages of Java Script.
6. What do you mean by Open Source Software?
7. Comment on Pop up window.
8. Write a note on Dreamweaver software
9. What is Blog?
10. Write any two principles of web design.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the User Interface Design.

Or

- (b) Explain the Internet Protocols with an example.

12. (a) Explain the role HTML in Web Design.

Or

- (b) Write the importance of User-friendly design for a web page.

13. (a) Explain any one Open Source software and its use.

Or

- (b) Write the uses of CSS in Web Design.

14. (a) How do you create a dynamic web page?

Or

- (b) “Choosing the right web development tool reduce cost and time” - Explain.

15. (a) Write the procedure to create a blog.

Or

- (b) How do you design a web page suitable for all types of electronic gadgets?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the methods to design web page for an intranet used by the students.

Or

- (b) Explain the role of audio, video files in web design for a college website.

17. (a) Digital Marketing depends upon the linkage of web pages – Discuss.

Or

- (b) Explain the implementation of appropriate web development tools for web design.

18. (a) Create a blog for a student having skills in web design.

Or

- (b) Write the HTML code for a HOME page of your choice.
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B.Sc. DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Visual Communication

WRITING FOR MEDIA

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by source of information?
2. List the different types of media.
3. What is online story?
4. Define public relation.
5. What is style book?
6. What is meant by radio feature?
7. Define time factor.
8. What is broadcast story?
9. Define script.
10. What is a blog?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on the characteristics of different types of media.

Or

- (b) Write a short note about writing for pictures.

12. (a) Write short notes on Press releases.

Or

- (b) Write short note about writing for print medium.

13. (a) Discuss about the characteristics of radio.

Or

- (b) Write a short note about writing for radio.

14. (a) Write briefly about the audio and visual elements.

Or

- (b) Write short notes on television documentary scripts.

15. (a) Write a brief note on feature for magazine.

Or

- (b) Write a short note about writing for commercials.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about the varying user experience to different medium.

Or

- (b) Discuss in detail about news stories and features.

17. (a) Explain in detail about the different types of radio programmes.

Or

(b) Write a detailed note on informal and educational programmes.

18. (a) Write a detailed note on general and special audience programme.

Or

(b) Explain the detailed aspects of a script for a TV programme and an online content for e-newspaper.
