

**C-0242**

**Sub. Code**

**83632**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**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. Define semiotics.
2. What is soviet montage style?
3. Differentiate narrative form and non narrative form.
4. What are movie segments called?
5. What are the steps in the story development process?
6. What is the difference between wide-angle lens and telephoto lens?
7. What are the advantages of three point lighting?
8. Define depth of focus.
9. Why is continuity editing used?
10. What is tempo in film editing?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Film perception.

Or

(b) Describe French impressionism and surrealism.

12. (a) What are the important elements of film?

Or

(b) How does mise-en-scene impact the audience?

13. (a) Explain the importance of story board in a film.

Or

(b) Define character. What are the different types of characters?

14. (a) List out the basic camera movements.

Or

(b) List out the different types of storage format.

15. (a) Explain the powers and functions of sound in film.

Or

(b) Describe the process of adding visual effects in film.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) How is Third world cinema different from First and Second?

Or

- (b) What is the difference between classical Hollywood and New Hollywood cinema?

17. (a) Explain the process of budget planning for a film.

Or

- (b) Write an essay on principles of film.

18. (a) Describe the importance of post — production process.

Or

- (b) Explain the importance of editing in film.
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**C-0243**

**Sub. Code**

**83633**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Visual Media**

**ADVERTISING AND PR**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer the questions.

1. Define Advertising.
2. Brief on Hierarchy of needs.
3. What is campaign planning?
4. What are the different types of campaign?
5. Write notes on copy platform.
6. What is advertising copy and its types?
7. How do you create a public relation budget?
8. What is the role of public relation officer?
9. Define publicity.
10. What are media relations?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the status of advertising industry in India.

Or

- (b) Describe the socio economic effects of advertising.

12. (a) What are the different types of advertising?

Or

- (b) Explain the different types of advertising agencies.

13. (a) Explain the techniques of print advertising production.

Or

- (b) Write notes on Media planning strategy.

14. (a) What are the four basic elements of public relations?

Or

- (b) Describe the objectives and functions of Public relation Policy Committee.

15. (a) List out the different types of publicity.

Or

- (b) Explain the tools of public relation.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the evolution and history of advertising.

Or

- (b) Describe the main features of Stimulus — Response theory.

17. (a) Explain the structure and functions of advertising agency.

Or

- (b) List out the characteristics of new media.

18. (a) Explain the functions of public relations.

Or

- (b) PR as a profession — Justify your answer.

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**C-0244**

**Sub. Code**

**83634**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Third Semester**

**Visual Media**

**MARKETING RESEARCH**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **All** questions.

1. What is the scope of conducting market survey?
2. Define market survey.
3. What are the skills needed for market research?
4. What is sponsorship? How does it work?
5. Define questionnaire.
6. Define sample design.
7. What is scheduling chart?
8. Define sampling error.
9. What is tabulation?
10. Name some software for statistical analysis.

**Part B**

(5 × 5 = 25)

Answer **All** questions.

11. (a) Describe the importance of market survey.

Or

- (b) List out the different types of research.

12. (a) Explain probability and non probability sampling.

Or

- (b) Describe the importance of pilot study in research.

13. (a) How do you identify a research problem for a project?

Or

- (b) Explain the various processes of data collection methods.

14. (a) Discuss the importance of time in research.

Or

- (b) List out the important sources for secondary data.

15. (a) Write down the steps to be followed to write a research report.

Or

- (b) Explain database management.



**Part C**

(3 × 10 = 30)

Answer **All** questions.

16. (a) Explain the techniques involved in defining the research problem.

Or

- (b) Describe the importance of review of literature in research.

17. (a) List out the characteristics of good questionnaire.

Or

- (b) Write down the guidelines for preparing telephone interview questionnaire.

18. (a) Explain the different types of data analysis.

Or

- (b) Explain the stages of preparation and tabulation of collected data.

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**C-0246**

**Sub. Code**

**83651**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**Visual Media**

**PROJECT MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Project Management.
2. List the types of Project.
3. Define Flow chart.
4. What is Gantt chart?
5. Why budgeting is important?
6. Write the steps to monitor the Project performance.
7. Define Project teams
8. Expand TQM.
9. How to build the team spirit?
10. Write short note on Project quality management.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the characteristics of a Project?

Or

- (b) Write short note on Project life cycle.

12. (a) Write short note on Splitting and Multitasking.

Or

- (b) How to develop the Project network?

13. (a) Write short note on Project Planning.

Or

- (b) How will you monitor Project performance?

14. (a) Discuss team development process.

Or

- (b) How to improve team dynamics?

15. (a) Discuss the responsibility for quality in projects.

Or

- (b) Write about Quality Management Systems.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the importance of Project Management.

Or

- (b) Explain the types of Project in detail.

17. (a) Explain resource allocation method in detail.

Or

(b) How will you evaluate and control planned cost and schedule performance?

18. (a) Explain in detail managing Project teams.

Or

(b) Explain TQM in projects.

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**C-0247**

**Sub. Code**

**83652**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**Visual Media**

**CORPORATE COMMUNICATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Corporate Communication
2. What is intrapersonal communication?
3. Write short note on Eye Contact
4. What is advertising?
5. Why Publicity is important?
6. Write short note on Open House.
7. What is Intranet?
8. Who is a Web editor?
9. Write two merits of Corporate Advertising.
10. What is Press Conference?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write the nature of Corporate Communication.

Or

(b) Highlight the importance of Advertising.

12. (a) Write short note on management of Corporate Communication.

Or

(b) Discuss the Structure of Corporate Communication.

13. (a) Write short note on media Queries and rejoinders.

Or

(b) How will you maintain media relations?

14. (a) Discuss Corporate Communication with respect to community.

Or

(b) How to improve marketing Communication?

15. (a) Discuss the importance of Intranet and Internet

Or

(b) Government as Corporate-Write your views.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain the functions of Corporate Communication.

Or

(b) Explain the basic tools, strategies and planning of Corporate Communication.

17. (a) Explain the role of media for Corporate Communication.

Or

(b) Elaborate on Media Expectations, Media Conferences and releases in detail.

18. (a) Explain the functions of Web editor.

Or

(b) Explain the role of Corporate Communication in NGO's.

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**C-0248**

**Sub. Code**

**83653**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**Fifth Semester**

**Visual Media**

**DIGITAL MARKETING**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. List any two Digital marketing channels.
2. What are the career opportunities in Digital marketing?
3. What is E-commerce?
4. Define case study
5. How digital marketing is done through Youtube?
6. Write short note on Google Display Marketing
7. Expand SMO and ORM.
8. Write the merits of Blogs.
9. Which Social media are used more in Digital Marketing?
10. Write short note on Email Marketing.



**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Discuss about Paid, Owned Digital Marketing channels.

Or

- (b) State the importance of digital marketing at national and global level.

12. (a) Write about Search Engine marketing.

Or

- (b) Write short note on SEM/PPC – Keyword Research.

13. (a) Outline SEM/PPC – Best Optimisation Practices.

Or

- (b) Write short on viral and # tag Marketing.

14. (a) Discuss the best SMO Integrated practices and tips.

Or

- (b) How to make search campaign live?

15. (a) Highlight the importance of International Marketing.

Or

- (b) Discuss the Live projects of Email marketing.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Why are Indians far behind the Global in Digital Marketing?

Or

- (b) Why Indians Clients and Advertisers are spending 30% more budgets on Digital marketing?

17. (a) Explain in detail SEM/PPC-Video Promotion and Mobile App Promotion.

Or

- (b) Explain SMO-Forums/Groups Marketing and SMO-Whatsapp strategy Marketing.

18. (a) Explain the ways to built your impressive image through Social platforms.

Or

- (b) Explain the emerging trends in International Marketing.
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C-1244

Sub. Code

83613

**B.Sc. DEGREE EXAMINATION, NOVEMBER – 2023**

**First Semester**

**Visual Media**

**FUNDAMENTALS OF ART AND DESIGN**

**(2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is the visual and tactile surface characteristics that are added to a work of art.  
(a) Texture                      (b) Line  
(c) Shape                        (d) Tone
  
2. \_\_\_\_\_ is used to attract a viewer's attention to the focal point, or main subject, of an artwork.  
(a) Rhythm                      (b) Emphasis  
(c) Harmony                    (d) Contrast
  
3. Mixing a color with white in different proportions called as \_\_\_\_\_.  
(a) Shade                        (b) Style  
(c) Coloured grey            (d) Tint

4. In light theory the primary colors are \_\_\_\_\_
- (a) red, yellow, blue
  - (b) red, blue, green
  - (c) yellow, blue, green
  - (d) yellow, blue, red
5. \_\_\_\_\_ is two-dimensional and includes calligraphy, photography, drawing, painting, printmaking, lithography, typography, serigraphy, computer graphics, and bindery
- (a) Fine art
  - (b) Contemporary art
  - (c) Visual art
  - (d) Graphic art
6. \_\_\_\_\_ are Special interest publications are magazines directed at specific groups of readers with common interests
- (a) Special Magazine
  - (b) Newspaper
  - (c) Live telecasts
  - (d) Journals
7. \_\_\_\_\_ is a system of creating an illusion of depth on a flat surface.
- (a) Linear perspective
  - (b) Aerial perspective
  - (c) Optical perspective
  - (d) Orthogonal perspective
8. \_\_\_\_\_ is a drawing method that shows how things appear to get smaller as they get further away, converging towards a single 'vanishing point' on the horizon line
- (a) One-point perspective
  - (b) Two-point perspective
  - (c) Three-point perspective
  - (d) Four-point perspective

9. \_\_\_\_\_ is an art technique in which the artist sketches the style of the subject by drawing lines that result in a drawing that is essentially an outline
- (a) Central drawing
  - (b) Curvature drawing
  - (c) Contour drawing
  - (d) Contempered drawing
10. \_\_\_\_\_ in art is the placement of objects over one another in order to create the illusion of depth.
- (a) Overlapping
  - (b) Foreshortening
  - (c) Quick sketches
  - (d) 3D drawing

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Illustrate the characteristics of good design.  
Or  
(b) List the elements of design.
12. (a) State the role of typography and its types.  
Or  
(b) Define hue, value, and saturation.
13. (a) Highlight the features of special magazines.  
Or  
(b) State the role of chart and tables.
14. (a) Bifurcate linear perspective Vs. Aerial perspective.  
Or  
(b) Outline the role of perspective view in art and design.
15. (a) State the importance of contour drawing.  
Or  
(b) Illustrate stick figure through basic shapes.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) State the importance of creativity and its importance.

Or

- (b) Explain the various principles of design and state the importance of texture.

17. (a) Explain the features of primary, secondary, and tertiary colours in colour wheel.

Or

- (b) Brief the role of calligraphy through its illustration and images.

18. (a) Highlight the feature of Indian and abroad magazines.

Or

- (b) Brief on layout production process.

19. (a) Outline the various linear perspective construction methods.

Or

- (b) Explain about perspective views and its types.

20. (a) Construct the contour drawing with any two different poses.

Or

- (b) Construct the front view of male or female human figure using the basic shapes.

**C-1245**

**Sub. Code**

**83615**

**B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.**

**First Semester**

**Visual Media**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ also known as auto communication in which communication is with oneself or self-to-self communication.
  - (a) Verbal communication
  - (b) Nonverbal communication
  - (c) Intrapersonal communication
  - (d) Interpersonal communication
  
2. \_\_\_\_\_ is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, use of objects and body language.
  - (a) Verbal communication
  - (b) Nonverbal communication
  - (c) Intrapersonal communication
  - (d) Interpersonal communication

3. \_\_\_\_\_ model assumes that a person's communication starts at birth, and continues as life progresses
- (a) Dance's helical (b) Laswell's  
(c) Two step flow (d) SMCR
4. \_\_\_\_\_ is the study of meaning, signs and symbols used for communication
- (a) Pragmatic (b) Technical  
(c) Verbal (d) Semantics
5. \_\_\_\_\_ is a concept used in visual arts and design that explains how colours interact with each other and how they can be combined to create certain feelings, moods, and reactions
- (a) Colour wheel (b) Colour psychology  
(c) Colour harmony (d) Colour theory
6. What are the 3 basic colour theories
- (a) Colour Wheel, Colour Properties, Colour Harmony  
(b) Colour psychology, Colour hue, Colour Harmony  
(c) Colour Wheel, Colour theory, Colour Harmony  
(d) Colour Wheel, Colour Prompt, Colour Harmony,
7. \_\_\_\_\_ is the study of the use of symbolic communication. Semiotics can include signs, logos, gestures, and other linguistic and non-linguistic communication methods.
- (a) Semiotics (b) Linguistic  
(c) Verbal (d) Semantics
8. \_\_\_\_\_ relationship involves a sequence of signs that together create meaning.
- (a) Syntagmatic (b) Paradigmatic  
(c) Non- syntagmatic (d) Non- paradigmatic



9. \_\_\_\_\_ model of communication suggesting that an intended message is directly received and wholly accepted by the receiver.
- (a) Gratification model
  - (b) Hypodermic needle model
  - (c) Epidermic model
  - (d) Nonratification model
10. \_\_\_\_\_ is a form of mass media that needs electronic energy to create and distribute informative or entertaining content in the form of audio, visual, written, or audio-visual etc
- (a) Print media            (b) Digital media
  - (c) Electronic media    (d) Traditional media

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) List the various barriers to communication.  
Or  
(b) Communication as an expression. Justify the statement
12. (a) Explain about Laswell 's model.  
Or  
(b) Brief a note on two step flow theory.
13. (a) Outline the role of semiotics.  
Or  
(b) Brief a note on optical and visual illusions.
14. (a) State the relationship between culture and communication  
Or  
(b) Highlight the role of global media.

15. (a) Explain about the influence of mass media communication.

Or

(b) Enlist the functions of mass media communication.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the various types of communication.

Or

(b) Explain the role and importance of visual communication.

17. (a) Categorize the communication level according to technical and pragmatic dimensions.

Or

(b) Explain about Schramm's circular model and Whites gatekeeper theory.

18. (a) Explain about the role on colour psychology and its theory in visual communication.

Or

(b) Explain the process of developing ideas through combination and thematic design process.

19. (a) Brief a note on cross cultural communication. State its problem and challenges.

Or

(b) Enumerate the role of paradigmatic and syntagmatic aspects of signs, denotations, and connotations used in communication

20. (a) Explain about the roles & responsibilities of various types of media

Or

(b) Summarize the theories involved in mass media.