

C-0545

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2018 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Paralanguage.
2. What is called Vertical Communication?
3. Define Context.
4. What are the three types of narration?
5. List out the four goals of technical communication.
6. Define empathy.
7. Explain the difference between Repetition and Rhythm.
8. What is a visual content creator?
9. What are the three types of optical illusions?
10. Define basic color theory.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about conflicts in the workplace as a common barrier to an effective communication.

Or

- (b) Write a note on advantages of non-verbal communication.

12. (a) Explain language, image, space in semiotic landscape.

Or

- (b) What is social pragmatic communication disorder?

13. (a) Explain the differences between UX, Visual, Graphics.

Or

- (b) Explain about the visual hierarchy.

14. (a) Describe visual branding from design to execution.

Or

- (b) PowerPoint presentation as a visual aid. Explain.

15. (a) What is the relation between sensory perception and visual communication?

Or

- (b) What is a design analysis?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the fundamentals of telecommunications.

Or

- (b) What are the advantages and disadvantages of Berlo's model of communication? Explain.

17. (a) How does the human brain understand visual language? Explain the communication process.

Or

- (b) Explain the following :

- (i) isotype pictograms
- (ii) data visualisation
- (iii) layout
- (iv) typography and
- (v) space.

18. (a) How to create visual presentations and e-learning concepts? Explain.

Or

- (b) Write about issues for decision making in visual representation.

C-0546

Sub. Code

96723

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Second Semester

Visual Communication

COMMUNICATION THEORIES AND CONCEPTS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Communication.
2. What is the use of listening?
3. Why do we need Ideation?
4. What is Lateral thinking?
5. Mention any three group communication models.
6. Brief the importance of decision making process.
7. What is the use of paralanguage in communication?
8. Mention the three types of rhetoric.
9. What is the strength of two step flow theory?
10. Define personal identity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a importance of Digital communication.

Or

- (b) What is Gestural Communication? Explain with examples.

12. (a) Comment on Creative thinking.

Or

- (b) Write a note on Transactional analysis with examples.

13. (a) What is the relationship between leadership and communication? Explain.

Or

- (b) What are the characteristics of good team work?

14. (a) Differentiate the behaviour of kinesis and haptics with examples.

Or

- (b) What is the role of Proxemics and Chronemics in communication?

15. (a) Write a note on Normative theories.

Or

- (b) Explain the importance of uses and gratification theory.

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Elaborately discuss the modes and media communication with examples.

Or

- (b) Comment on the stages of interpersonal communication.

17. (a) Discuss the models and theories of group communication.

Or

- (b) Define and explain the importance of Non-Verbal Communication theories and Models.

18. (a) Differentiate between mass communication and Public communication.

Or

- (b) Discuss the various theories of mass communication with examples.
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C-0547

Sub. Code

96732

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Visual Communication

TELEVISION PRODUCTION

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the four steps of an effective visualization.
2. What does a floor manager do in a film set?
3. Summarize the importance of shooting script.
4. Define on-sight sets.
5. Outline the various types of camera lenses.
6. Summarize the importance of colour temperature in TV lighting.
7. Write short notes on dynamic mic.
8. What does having a voice-over mean?
9. List out the editing errors in Television.
10. Write short notes on importance of motion capture.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write in detail about the different types of telecasting.

Or

- (b) Summarize the budget preparation process for TV production.

12. (a) Discuss in detail about screen play and dialogue writing.

Or

- (b) Describe the importance of blue matte glasses and its types.

13. (a) Organize the various filters used in cameras.

Or

- (b) Summarize the various types of TV lightings.

14. (a) Discuss about the quadraphonic and wireless mic.

Or

- (b) Organize the diegetic and non-diegetic sound.

15. (a) Conclude the computer editing and video compression.

Or

- (b) Write in detail about the Moving Picture Experts Group (MPEG).

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the role of crew in Television production.

Or

- (b) Elaborate on principles of script and creative writing.

17. (a) Briefly explain selection of cast, costumes, and location in Television production.

Or

- (b) Describe the different camera techniques and operations.

18. (a) Elaborate on latest technological advancement used in surround sound system.

Or

- (b) Explain in detail about the recent technological advancement in video production.

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Sub. Code

96733

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Visual Communication

UNDERSTANDING INDIAN SOCIETY

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define culture.
2. List out the importance of culture.
3. What is the main idea of sociology?
4. Outline the importance gender equality.
5. What is the scope of mass media?
6. Summarize the importance of semiotics.
7. Organize the benefits of media.
8. What is social construction in media?
9. List out the importance of media representation.
10. What is an example of a stereotype character?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write in detail about example of cultural understanding.

Or

- (b) Describe the different types of culture.

12. (a) Discuss in detail about caste system and its function.

Or

- (b) Describe the different types of community in our society.

13. (a) Organize the three types of semiotics.

Or

- (b) Describe the psychoanalysis theory in psychology.

14. (a) Discuss about the characteristics of mass media.

Or

- (b) Summarize the representation of women in media with reference to advertisements.

15. (a) Write in detail about the functions of media in society.

Or

- (b) Summarize any four examples of stereotypes.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain concept and types of sociology.

Or

- (b) Elaborate on geographical differences found in India.

17. (a) Discuss in detail about the active and passive audience.

Or

- (b) Explain in detail about the role of media in social development.

18. (a) Explain in detail about the relationship between media and popular culture.

Or

- (b) Elaborate on media as a consciousness industry.

C-0549

Sub. Code

96735

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Third Semester

Visual Communication

VIDEO EDITING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Linear Editing?
2. Define; Editor
3. Write different Types of Image file format.
4. What is Virtual Clip?
5. Define Continuity Editing.
6. Cutaway shots.
7. What is Jump Cut?
8. Define: Montage
9. What is documentary?
10. What is Final Screening?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Who is Lumiere brothers? Explain in brief about their invention.

Or

- (b) Describe about Non linear Editing.

12. (a) Discuss briefly about composing the image.

Or

- (b) Write short note on Advanced Editing.

13. (a) How will you choose right software for video editing?

Or

- (b) Write brief note on Cross cut and Smash cut.

14. (a) Write down the points about Cross Dissolve and Cutting on Action.

Or

- (b) Write brief note shooting techniques.

15. (a) How will you correct a faulty footage?

Or

- (b) Write Short note on Documentary.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about continuity and Complexity editing.

Or

- (b) Discuss in detail about recording options.

17. (a) Describe about Image File Formats.

Or

(b) Write a detailed note on Editing Software.

18. (a) How will you review a movie? Explain the step by step process.

Or

(b) Write your favorite story not going beyond 20 lines.

C-0550

Sub. Code

96752

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Visual Communication

ADVERTISING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Visual advertising?
2. Define: Point of view
3. What is web ad?
4. What is Social Media? Give example.
5. Picture advertisement
6. Define: Visual Attention
7. What is display in advertising?
8. Write any three objectives of visual merchandising.
9. What is Embedded advertising?
10. Define: Case study in advertising

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short notes for the following (i) Colour psychology (ii) Composition (iii) Rule of third

Or

- (b) Write down the importances of Advertisement for a brand.

12. (a) Write short note on Social Media.

Or

- (b) What is hologram advertising and list its uses?

13. (a) Elucidate: Customer Point of view

Or

- (b) Write brief note on Symbolism.

14. (a) What is branding? Why is it important?

Or

- (b) What is Display advertising? Who are the target customers?

15. (a) How does product placement work?

Or

- (b) Write Short note on how to write case study.

Part C

(3 × 10 = 30)

Answer **all** questions.

Each Question carries ten marks.

16. (a) Different types of advertising – Explain.

Or

- (b) Explain in Detail about traditional media.

17. (a) Describe in detail about role of images in advertising.

Or

(b) How fantasy played a major role in advertising?

18. (a) What are important points to create a brand?

Or

(b) Write down the key notes about case studies.

C-0551

Sub. Code

96755

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Fifth Semester

Visual Communication

COMMUNICATION SKILLS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is communication?
2. Define interpersonal communication.
3. What is active listening?
4. Define skimming.
5. What is LSRW?
6. List out the merits of conference.
7. What is seminar?
8. Write the merits of listening news.
9. What is scanning?
10. What is non- verbal skills?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) List out the barriers in communication.

Or

- (b) How to develop the communication skills?

12. (a) Write the importance of spoken English.

Or

- (b) Outline the salient features of group discussion.

13. (a) Write briefly on the process of listening.

Or

- (b) Discuss the tips in note taking.

14. (a) Highlight the importance of pronunciation.

Or

- (b) Write a note on verbal skills.

15. (a) How will you improve your classroom practice?

Or

- (b) Write the use of paper presentation.

Part C

(3 × 10 = 30)

Answer **all** the questions.

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

Or

(b) State the need and importance of communication.

17. (a) Explain the importance of reading skills.

Or

(b) Elaborate on the different levels of reading.

18. (a) How will you practice short dialogues?

Or

(b) How to improve conversation with your peer group?

C-1277

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. In the communication process, which element is responsible for interpreting the message and providing a response?
(a) Channel (b) Receiver
(c) Noise (d) Feedback
2. What is the primary mode of communication in synchronous communication?
(a) Verbal communication
(b) Written messages
(c) Non-verbal cues
(d) Gestures
3. In the context of expressive communication, which of the following is a non-verbal form of expression?
(a) Speaking clearly
(b) Using persuasive language
(c) Body language and facial expressions
(d) Writing a formal report

4. Which level of communication is often used for sharing information with a large, diverse audience?
 - (a) Intrapersonal communication
 - (b) Interpersonal communication
 - (c) Group communication
 - (d) Mass communication
5. Which of the following is a key function of mass communication in a democratic society?
 - (a) Limiting access to information
 - (b) Controlling public opinion
 - (c) Providing a forum for public discussion and debate
 - (d) Promoting censorship
6. Social media platforms like Facebook Twitter and Instagram are considered part of which category of mass media?
 - (a) Online media (b) Print media
 - (c) Broadcast media (d) Alternative media
7. Which principle of visual perception suggests that elements that are close to each other tend to be perceived as a unified group or pattern?
 - (a) Similarity (b) Proximity
 - (c) Closure (d) Continuity
8. Which of the following is a key technique for idea development that involves listing as many ideas as possible without evaluating them during the initial stage?
 - (a) Mind mapping
 - (b) Critical analysis
 - (c) Brainstorming
 - (d) Research and data collection

9. Which stage of the design process involves creating prototypes, mockups, or drafts of the design to test and refine the chosen concept?
- (a) Conceptualization
 - (b) Ideation
 - (c) Evaluation and Testing
 - (d) Analysis and Planning
10. How can visual communication be used in a commercial context to enhance brand recognition and identity?
- (a) By minimizing the use of logos and graphics
 - (b) By using complex, abstract visuals
 - (c) By changing the branding elements frequently
 - (d) By consistently applying a distinctive logo and color scheme

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List the objectives of communication.
- Or
- (b) Write about the process of communication.
12. (a) Write a brief note on message and connotation.
- Or
- (b) Differentiate between semantic and pragmatic.
13. (a) Write about function of mass communication to persuade.
- Or
- (b) Write short note on public relations.
14. (a) What is Gestalt theory? Brief out.
- Or
- (b) Write about combination and thematic.

15. (a) Write short note on 3-D visuals.

Or

(b) Write a brief note on TV and OTT.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Illustrate the need and importance of human and visual communication.

Or

(b) Write a detailed note on SMCR Model.

17. (a) Communication as an expression – Justify.

Or

(b) Explain the technical level of communication.

18. (a) How does mass communication functions to educate? Explain.

Or

(b) Describe the impact and influence of mass media on print media.

19. (a) Elaborate the principles of Visual perceptions.

Or

(b) Explain the process of developing associate techniques.

20. (a) Write a detailed note on visual design.

Or

(b) Write about the evolution of visual communication through films.

C-1278

Sub. Code

96715

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Visual Communication

INTRODUCTION TO COMPUTER GRAPHICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the questions.

1. Which component is responsible for long-term storage of data and programs in a computer?
 - (a) Central Processing Unit (CPU)
 - (b) Random Access Memory (RAM)
 - (c) Power Supply Unit (PSU)
 - (d) Hard Drive or Solid-State Drive (SSD)

2. How are computers commonly used in the animation industry?
 - (a) To record live performances
 - (b) To create 2D and 3D animations
 - (c) To edit and produce music
 - (d) To design physical props and sets

3. What is the primary distinguishing feature of a supercomputer compared to other types of computers?
 - (a) It has the highest processing power and is used for complex calculations
 - (b) It is the smallest and most compact computer
 - (c) It is the most affordable computer for personal use
 - (d) It is the most portable and lightweight computer

4. Which optical storage medium is rewritable and often used for data backup and distribution of software and multimedia content?
- (a) CD-ROM (b) DVD-R
(c) Blu-ray Disc (BD) (d) Magnetic tape
5. A network that covers a large geographic area, often connecting multiple cities or countries, is known as
- (a) Local Area Network (LAN)
(b) Personal Area Network (PAN)
(c) Wide Area Network (WAN)
(d) Campus Area Network (CAN)
6. What is the primary characteristic of the Gray scale color mode?
- (a) It uses a limited color palette
(b) It represents colors in a continuous spectrum
(c) It is mainly used for web design
(d) It is suitable for full-color printing
7. In the realm of education and training, what is a common role of computer graphics?
- (a) Managing school administration
(b) Providing access to e-books
(c) Simulating real-world scenarios for learning and practice
(d) Distributing classroom materials
8. Which type of image compression is typically lossless and retains all the original image data without any loss in quality?
- (a) Lossy compression
(b) JPEG compression
(c) GIF compression
(d) Lossless compression

9. Which color correction technique is used to adjust the overall color balance of an image by removing unwanted color casts?
- (a) Saturation adjustment
 - (b) White balance adjustment
 - (c) Brightness correction
 - (d) Color grading
10. What is the primary characteristic of pixel-based design software like Adobe Photoshop?
- (a) It uses mathematical formulas to create images
 - (b) It is resolution-independent
 - (c) It works with individual pixels to create images
 - (d) It is ideal for creating logos and typography

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write short note on computer basics.
- Or
- (b) Discuss how multimedia industry uses the computer.
12. (a) Write a brief note on computer viruses.
- Or
- (b) Illustrate the importance of Power point.
13. (a) What is search engine? Brief out.
- Or
- (b) Write a brief note on 32 bits colour system.

14. (a) Differentiate between TIFF and PNG formats.

Or

(b) Write short note on lossy compression.

15. (a) Outline the techniques of colour correction.

Or

(b) What is pixel design? Brief out.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the hardware components of computer.

Or

(b) Illustrate importance of software in computers.

17. (a) Elaborate on Mainframe computers.

Or

(b) Write a detailed note on computer data storage.

18. (a) Explain the types of computer networks.

Or

(b) Outline the characteristics of CMYK colour mode.

19. (a) Describe the role of computer graphics.

Or

(b) What is meant by resolution? Explain.

20. (a) Write a detailed note on Pixel design.

Or

(b) Elaborate on Photoshop software.