

**C-1918**

**Sub. Code**

**96742**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Fourth Semester**

**Visual Communication**

**PRINTING AND PUBLICATION DESIGN**

**(CBCS 2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Comment on Intaglio.
2. What do you mean by letter press?
3. Write a note on Direct to Plate Printing?
4. What is Digital Prepress?
5. Name any two types of Layout.
6. Comment on brochure.
7. Write any two types of paper.
8. Write a note on ink used for printing.
9. What is meant by E-book?
10. Name any two-software used for Publication design.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain any two important stages in the history of printing.

Or

- (b) Explain any two principles of printing.

12. (a) Differentiate RGB and CMYK printing.

Or

- (b) Write the advantages of digital printing.

13. (a) Explain any three elements of publication design.

Or

- (b) Draw a layout for a front wrapper of a magazine.

14. (a) Write the importance of print order estimation.

Or

- (b) Explain the printing press organization structure.

15. (a) Invention of digital reduces the cost of printing – Justify.

Or

- (b) Explain the method of design decision with an example.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Draw and explain the Flexography printing.

Or

- (b) Explain the typesetting method with an illustration.

17. (a) Colour plays a major role in printing — Discuss.

Or

- (b) Explain the Direct to Plate Printing with a diagram.

18. (a) Discuss the special design created during the festival or special occasions.

Or

- (b) Explain the recent trends in printing process.

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**C-1919**

**Sub. Code**

**96762**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Sixth Semester**

**Visual Communication**

**MEDIA LAWS AND ETHICS**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by the term constitution?
2. Define fundamental rights.
3. What is contempt of court?
4. Define copyright.
5. What is Film Censor Board?
6. Define Broadcasting council.
7. What is fair use policy?
8. Mention the need of Privacy policy.
9. What are the factors influencing social responsibility?
10. Define Visual manipulation.

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write a short note on the Indian constitution.

Or

- (b) Write a brief note on fundamental rights.

12. (a) What is defamation? Brief out.

Or

- (b) Write short notes on copyright related to various media content.

13. (a) Discuss briefly about the powers of press council.

Or

- (b) Write a short note on the responsibilities of Prasar Bharati.

14. (a) Write a brief note on IT Act 2001.

Or

- (b) Discuss briefly, the importance of Fair use policy.

15. (a) What is Ethics? Brief out.

Or

- (b) Write a brief note on doctoring videos.

**Part C**

(3 × 10 = 30)

Answer **all** the questions.

16. (a) Explain in detail about Article 18.

Or

(b) Write a detailed note on cyber laws and cybercrimes.

17. (a) Discuss in detail about the responsibilities of the advertising standards.

Or

(b) Write a detailed note on Broadcasting codes.

18. (a) Explain in detail about the Privacy Act.

Or

(b) Write a detailed note on social responsibility.

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**C-1920**

**Sub. Code**

**96763**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Sixth Semester**

**Visual Communication**

**FILM APPRECIATION**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a talkie?
2. Define Semiotics.
3. What is Mise-en-scene?
4. What are the characteristics of Narrative movie?
5. Define Story boarding.
6. What is meant by film noir?
7. Define Montage.
8. What is Cinematography?
9. Define dubbing.
10. List the uses of film appreciation.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a short note on the Parallel Cinema.

Or

- (b) Write a short note on characteristics of film.

12. (a) Write briefly the importance of film grammar.

Or

- (b) What is a slapstick comedy? Write briefly about this genre.

13. (a) Discuss briefly about the preproduction stage in film making.

Or

- (b) Write a short note on characteristics of Italian Neorealist movies

14. (a) Write a brief note on Art house films.

Or

- (b) Write a short note on Camera movements.

15. (a) Discuss briefly about the comment “Editor is the first audience in the movie”.

Or

- (b) Explain in brief about the connotative codes in films.



**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a detailed note on different types of film making in the early days of 18th century.

Or

- (b) Explain the various forms of films in detail.

17. (a) Discuss in detail the stages of production.

Or

- (b) Take a recent movie you watched on movie hall and justify its narrative style with a film appreciation.

18. (a) Explain how films influencing cultures. Give examples.

Or

- (b) Explain the post production process in film making.
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**C-1921**

**Sub. Code**

**96765**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Sixth Semester**

**Visual Communication**

**WEB DESIGN**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is XML?
2. Define internet.
3. What is a tag?
4. Mention the file extension of how HTML documents are saved.
5. What is CSS?
6. Mention the advantages of Java script.
7. What is meant by home page?
8. Define hyperlink.
9. Mention some tools used for creating websites.
10. What is meant by web design?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write briefly about the principles of design.

Or

- (b) Write short note on IP address and URL.

12. (a) Discuss about the HTML attributes with examples.

Or

- (b) Write a brief note on embedding images and videos into web pages through HTML with examples.

13. (a) Write a Java Script program to validate an e-mail address.

Or

- (b) Write a CSS program to change the size and position of an image.

14. (a) Write a brief note on the creation of webpage with links.

Or

- (b) Write short note on pop-up windows with example.

15. (a) Discuss briefly about the blog writing.

Or

- (b) Write a brief note on the firewalls in web designing.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the internet and intranet. Discuss its advantages and disadvantages.

Or

- (b) Write a detailed note on the principles of screen design.

17. (a) Explain in detail about the process of creating a page in MS Word and exporting it to HTML.

Or

- (b) What is open source software? Explain in detail.

18. (a) Explain in detail about the creation of dynamic web page with examples.

Or

- (b) Write a detailed note on web design and usability concepts.
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**C-1922**

**Sub. Code**

**96766**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**Sixth Semester**

**Visual Communication**

**WRITING FOR MEDIA**

**(2018 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. List the types of media.
2. Which factors play an important role in the source of information?
3. Define print media.
4. What are the factors affecting print media?
5. Mention few characteristics of Radio.
6. What are the drawbacks of radio?
7. List some advantages of Television.
8. What is a documentary?
9. Define News script.
10. What is an e-magazine?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on the sources of information.

Or

- (b) Write short notes on the characteristics of different media.

12. (a) Write short notes on news stories.

Or

- (b) Write a brief note on features.

13. (a) Discuss briefly about the characteristics of Radio.

Or

- (b) Write short notes on Radio feature.

14. (a) Write short notes on commercials.

Or

- (b) Write a brief note on audio visual elements.

15. (a) Discuss briefly about writing a script for Radio programme.

Or

- (b) Write a brief note on writing a feature for a magazine.

**Part C**

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Write a detailed note on different types of radio programme.

17. (a) Explain in detail about the general and special audience programmes.

Or

- (b) Write a detailed note on writing for social media.

18. (a) Discuss in detail about writing news stories for the newspaper.

Or

- (b) Write a detailed note on writing a script for a TV programme.
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**C-2462**

**Sub. Code**

**96713**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**First Semester**

**Visual Communications**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the questions.

1. When a message is distorted or interfered with during transmission, it is referred to as:
  - (a) Encoding
  - (b) Decoding
  - (c) Noise
  - (d) Feedback
2. Which of the following is an example of mass communication?
  - (a) Face-to-face conversation
  - (b) Radio broadcast
  - (c) Text message
  - (d) Video conference
3. Which of the following is an example of creative expression through communication?
  - (a) Painting a picture
  - (b) Sending a business email
  - (c) Giving a factual presentation
  - (d) Writing a research paper



4. Communication within a small team or workgroup is an example of:
  - (a) Intrapersonal communication
  - (b) Interpersonal communication
  - (c) Group communication
  - (d) Organizational communication
5. Mass communication serves as a tool for
  - (a) Influencing only individual opinions
  - (b) Manipulating the audience without their consent
  - (c) Shaping public opinion, attitudes, and behaviors
  - (d) Fostering isolation and disconnection
6. What type of mass media primarily relies on audio content to convey information and entertainment?
  - (a) Online media      (b) Social media
  - (c) Print media      (d) Broadcast media
7. Which principle of visual perception refers to the tendency to perceive a continuous and smooth flow when observing a sequence of still images in rapid succession, such as in animation or film?
  - (a) Continuity      (b) Closure
  - (c) Proximity      (d) Similarity
8. What is the final stage in the process of developing ideas, where concepts are polished, refined, and prepared for execution?
  - (a) Idea generation
  - (b) Brainstorming
  - (c) Plan development
  - (d) Refinement and finalization

9. During the design process, which stage is focused on generating creative solutions, sketching ideas and exploring different concepts?
- (a) Evaluation and Testing
  - (b) Research and Analysis
  - (c) Ideation and Conceptualization
  - (d) Finalization and Production
10. How can visual communication aid in e-commerce and online sales?
- (a) By using text descriptions exclusively
  - (b) By providing high-quality images and videos of products
  - (c) By using low-quality images to save bandwidth
  - (d) By minimizing the use of product images

**Part B** (5 × 5 = 25)

Answer **all** questions.

11. (a) Outline the types communication.
- Or
- (b) Write about the barriers of communication.
12. (a) Write a brief note on myth.
- Or
- (b) Differentiate between denotation and connotation.
13. (a) Write about function of mass communication to inform.
- Or
- (b) Write short note on publicity.

14. (a) What is color psychology? Brief out.

Or

(b) Write about visual thinking.

15. (a) Write short note on animation.

Or

(b) Write a brief note on satellite TV.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Describe the elements of communication.

Or

(b) Highlight the necessary of various visual communication platforms.

17. (a) Communication as a skill – Justify.

Or

(b) Explain the semantic level of communication.

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

Or

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

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

Or

(b) Explain the process of developing design executive and presentation.

20. (a) Describe the various stages of design process.

Or

(b) Write about the applications of visual communication in commercial context.

**C-2463**

**Sub. Code**

**96715**

**B.Sc. DEGREE EXAMINATION, APRIL 2024**

**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 computer component is responsible for executing instructions and performing calculations?
  - (a) Hard Drive
  - (b) Central Processing Unit (CPU)
  - (c) Random Access Memory (RAM)
  - (d) Graphics Processing Unit (GPU)
2. How do computers contribute to the film and video production industry?
  - (a) By directing actors and crew on set
  - (b) By producing physical film prints
  - (c) By editing and post-production tasks
  - (d) By managing theatre operations
3. Which type of computer is characterized by its touch-sensitive screen and portability, often used for tasks such as web browsing and multimedia consumption?
  - (a) Desktop computer
  - (b) Laptop computer
  - (c) Mainframe computer
  - (d) Tablet computer

4. What types of computer storage is non-volatile and used for long-term retention, often found in hard drives and solid-state drives (SSDs)?
- (a) RAM (Random Access Memory)
  - (b) ROM (Read-Only Memory)
  - (c) Second Storage
  - (d) Cache memory
5. In a wireless network, that technology allows devices to connect to the network without physical cables?
- (a) Wi-Fi
  - (b) Ethernet
  - (c) Fiber optics
  - (d) Bluetooth
6. What does the “additive color mixing” principle mean in the context of RGB color mode?
- (a) Mixing colors by subtracting one from another
  - (b) Mixing colors by adding light of different colors together
  - (c) Mixing colors by using a limited color palette
  - (d) Mixing colors by adjusting the brightness of each pixel
7. What role does computer graphics play in the medical field?
- (a) Processing patient billing and insurance claims
  - (b) Creating detailed 3D models for surgical planning and simulations
  - (c) Generating prescription drug labels
  - (d) Storing electronic medical records
8. What format is commonly used for lossy image compression and is suitable for photographs with high levels of detail and color variation?
- (a) GIF
  - (b) BMP
  - (c) JPEG
  - (d) PNG

9. Which technique is used to target and adjust specific colors within an image, often used to enhance or alter the appearance of specific elements in a photograph?
- (a) Saturation adjustment
  - (b) Color grading
  - (c) Histogram equalization
  - (d) Selective color correction
10. Which type of design software, such as Adobe Illustrator, is ideal for creating scalable logos and graphics without loss of quality when resized?
- (a) Pixel-based design software
  - (b) Raster design software
  - (c) Vector design software
  - (d) Image editing software

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) List out the input devices of computer and its uses.

Or

- (b) Write a brief note on computer output devices.

12. (a) Differentiate between RAM and ROM.

Or

- (b) Illustrate the importance of Excel.

13. (a) What is Web browser? Brief out.

Or

- (b) Write a brief note on 16 bits colour system.

14. (a) Distinguish between vector and raster.

Or

(b) Write short note on resolution.

15. (a) Write a brief note on colour balance.

Or

(b) What is vector design? Brief out.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the functionalities of computer.

Or

(b) Describe the applications of computer in multimedia industry.

17. (a) Elaborate on Super computers.

Or

(b) Write a detailed note on MS office suite.

18. (a) What is meant by colour depth? Explain.

Or

(b) Outline the characteristics of RGB colour mode.

19. (a) Write about the different Image file formats.

Or

(b) What is image compressions? Highlight its significance.

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

Or

(b) Elaborate on Corel draw software.

**C-2464**

**Sub. Code**

**96723**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**Second Semester**

**Visual Communication**

**PHOTO JOURNALISM**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. A telephoto lens is ideal for
  - (a) Close-up shots
  - (b) Wide landscapes
  - (c) Portraits with background blur
  - (d) Capturing distant objects
  
2. The ISO setting controls —————.
  - (a) Light sensitivity of the camera sensor
  - (b) Aperture size
  - (c) Shutter speed
  - (d) Focus mode



3. The most common picture format for digital photography is \_\_\_\_\_.
- (a) TIFF                      (b) RAW  
(c) JPEG                      (d) BMP
4. The back light in three-point lighting is positioned \_\_\_\_\_.
- (a) Directly behind the subject to create a halo effect.  
(b) In front of the subject to provide even illumination.  
(c) Opposite the key light to separate the subject from the background.  
(d) Above the subject to simulate natural sunlight.
5. Macro photography allows for capturing \_\_\_\_\_.
- (a) Panoramic views of vast landscapes  
(b) Extreme close-up details of small subjects  
(c) Dynamic sports moments  
(d) The architectural elements of buildings
6. A photograph depicting a protest march can be considered an example of \_\_\_\_\_.
- (a) Abstract photography  
(b) Wildlife photography  
(c) Social photography  
(d) Macro photography

7. Photojournalism can encompass a wide range of stories beyond breaking news. Which example is NOT typically covered by photojournalists?
- (a) Fictional movie set photography
  - (b) Portraits of political figures during an election campaign
  - (c) Documentary photography highlighting social issues
  - (d) Images capturing the aftermath of a natural disaster
8. \_\_\_\_\_ is the primary role of a photojournalist in newsroom.
- (a) Writing news articles
  - (b) Editing photographs
  - (c) Capturing news stories visually
  - (d) Designing newspaper layouts
9. A photo feature typically focuses on \_\_\_\_\_.
- (a) A single, isolated image representing an event
  - (b) An in-depth exploration of a specific topic or issue using multiple images
  - (c) A humorous or lightheaded visual commentary on current affairs
  - (d) A series of abstract photographs with no clear narrative

10. Product photography for industrial advertising might prioritize \_\_\_\_\_.
- (a) Creating an emotional connection with the viewer
  - (b) Highlighting the functionality and durability of the machinery
  - (c) Using props and lifestyle elements to enhance the image
  - (d) Emphasizing the artistic design of the product

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Mention the applications of various types of filters in Photography.

Or

- (b) Write a short note on Film Speed and size.

12. (a) Describe the factors that influence the depth of field in a photograph.

Or

- (b) Write a short note on rule of third in photography.

13. (a) Describe the essential equipment and settings photographers use to capture landscapes.

Or

- (b) Discuss the importance of perspective and angles in capturing architectural elements.

14. (a) Mention the qualities of a photo journalist.

Or

(b) Differentiate between briefing and debriefing.

15. (a) How does a Photo Essay differ with Photo Feature. Explain with suitable example.

Or

(b) Highlight the key considerations for visual elements that would resonate with a consumer audience interested in the recent technology.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Trace the evolution on Photography Camera.

Or

(b) Discuss the importance of tripods in photography and mention the various types of tripods available.

17. (a) Illustrate and explain three point lighting technique.

Or

(b) Explain in detail about the three components of the exposure triangle in photography.

18. (a) Discuss the significance of human interest photography and the ethical considerations involved in photographing human subjects.

Or

(b) Write a detailed note on the different types Photography.

19. (a) Elaborate on the various elements of visual storytelling.

Or

(b) Explain the organizational structure of a newspaper.

20. (a) Explain the principles and ethics of photo journalism in detail.

Or

(b) Discuss the recent trends in Photo journalism.

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**C-2465**

**Sub. Code**

**96725**

**B.Sc. DEGREE EXAMINATION, APRIL 2024.**

**Second Semester**

**Visual Communication**

**UNDERSTANDING INDIAN SOCIETY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The book “Culture and Society” is authored by \_\_\_\_\_.
  - (a) Eric McLuhan
  - (b) Marshall Mc luhan
  - (c) Jürgen Habermas
  - (d) Raymond William
  
2. High culture is the culture of an \_\_\_\_\_.
  - (a) Metropolitan group
  - (b) Poor people
  - (c) Elite
  - (d) Common people

3. Technological determinism is the belief that \_\_\_\_\_.
- (a) Technology causes certain human behaviors
  - (b) Soon inventors will develop the ultimate device to improve life
  - (c) Technology is glorified too much and man should not rely too much on it
  - (d) Technology doesn't determine any behavioral change
4. Which of the following is not a suitable research method to study how media constructs 'Womanhood'?
- (a) Content Analysis
  - (b) Reception Analysis
  - (c) Semiotic Analysis
  - (d) Rhetorical Analysis
5. Psychoanalysis was discovered by:
- (a) Alder
  - (b) Bleuler
  - (c) Morton
  - (d) Sigmund Freud
6. The information society, a phrase to describe a new era that breaks drastically from the industrial society, also is known as \_\_\_\_\_.
- (a) The wired society
  - (b) The gaming society
  - (c) The postindustrial society
  - (d) The millennial society

7. How do media texts contribute to the construction of cultural identities?
- (a) By perpetuating stereotypes and representations of diverse communities
  - (b) By exclusively portraying fictional characters
  - (c) By avoiding controversial topics
  - (d) By prioritizing entertainment over cultural representation
8. What is the primary role of media in society?
- (a) To entertain individuals and provide leisure activities
  - (b) To inform, educate and disseminate information to the public
  - (c) To promote consumerism and drive economic growth
  - (d) To enforce societal norms and values
9. Popular culture is \_\_\_\_\_.
- (a) Ability to interpret and analyze the media
  - (b) Means by which a message is communicated
  - (c) Artifacts, institutions, customs, hobbies that represent the accepted values of society
  - (d) The study of signs
10. “Fake news” is a growing concern in media culture because it can:
- (a) Promote critical thinking skills
  - (b) Misinform and mislead the public
  - (c) Encourage healthy online discussions
  - (d) Increase media literacy among citizens



**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Brief on the functions of Mass Media.

Or

- (b) Analyse the necessity to study media in a cultural context.

12. (a) Give an account on the representation of caste in Indian Media with suitable examples.

Or

- (b) How does myths get constructed through representations in Media.

13. (a) Critically analyse the media text in Marxist perspective.

Or

- (b) Differentiate between Active audience and Passive audience.

14. (a) Is social media a social construct? – Analyse and pen your views.

Or

- (b) “Media functions as a Cultural Socialization Agent” – Give your views.

15. (a) Analyse how women are stereotyped in media.

Or

(b) Explain the concept of “cult fandom” and its role in popular culture.

**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Define mass culture. Give your opinion with Freud’s contention that culture leads to “Substitute Gratification”.

Or

(b) “Folk Media has peculiar characteristics terms of its form and reception compared to the other forms of Media” – Justify your answer with examples.

17. (a) Analyze the role of social media platforms in shaping public discourse and political participation in the digital age.

Or

(b) Discuss the challenges and opportunities posed by digital technologies for media regulation and governance.

18. (a) Give a detailed note on the principles of semiotics in the context of film text.

Or

(b) Compare and contrast the characteristics and purposes of different types of media text.

19. (a) “Media is a consciousness industry” – Justify your answer with explanation and examples.

Or

- (b) Analyse how globalization impact on the indigenous culture through media.

20. (a) Describe the concept of media convergence and its implications for audience engagement in detail.

Or

- (b) Analyze the concept of media gratification and its impact on audience consumption patterns.
-