C–5019

Sub. Code
96713

B.Sc. DEGREE EXAMINATION, APRIL 2025.

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. Gatekeeping in mass media refers to _____

    (a) The process of encoding messages

    (b) The selection of information for dissemination

    (c) The delivery of messages through channels

    (d) Audience feedback on messages

2. Effective feedback should be   _____

    (a) Vague and open-ended

    (b) Delivered in a harsh and critical manner

    (c) Specific, clear, and actionable

    (d) Focused on the person's character

3. _____ of the following is NOT a primary function of mass media.

   (a) Informing the public

   (b) Educating the public

   (c) Entertaining the public

   (d) Persuading the public

4. _____ of the following is a characteristic feature of digital media.

   (a) One-way communication

   (b) Limited accessibility

   (c) Real-time interaction

   (d) Low audience engagement

5. _____ level of communication focuses on the meaning of words.

   (a) Technical

   (b) Semantic

   (c) Pragmatic

   (d) Connotative

6. Communication as an expression involves _____

   (a) Encoding messages only

   (b) Decoding messages only

   (c) Both encoding and decoding messages

   (d) Transmission only

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7. Among the types of mass media _____ is most associated with interactivity and user-generated content.

   (a) Traditional media

   (b) Electronic media

   (c) Digital media

   (d) Visual media

8. _____ is a common technique used in animation to create the illusion of movement.

   (a) Morphing

   (b) Static images

   (c) Slow-motion

   (d) Still frames

9. The difference between publicity and propaganda in mass media is that _____

   (a) Publicity focuses on promoting products, while propaganda focuses on political ideologies

   (b) Publicity is always positive, while propaganda can be negative

   (c) Publicity aims to inform, while propaganda aims to persuade

   (d) Publicity is used by businesses, while propaganda is used by governments

10. In the design process, the purpose of the implementation stage is _____

    (a) Conducting research

    (b) Generating ideas

    (c) Making decisions

    (d) Putting the design into action

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Part B (5 × 5 = 25)

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

11. (a) Elucidate the various elements of communication.

Or

(b) Give a brief account on the importance Visual Communication.

12. (a) "Traditional media outlets are incorporating aspects of new media"- Present your views.

Or

(b) Differentiate PR, Propaganda and Publicity.

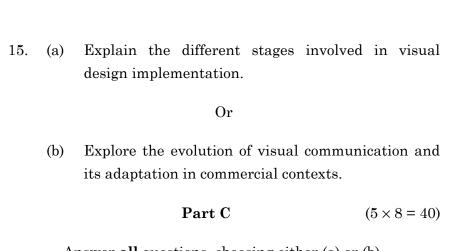13. (a) Explain the functions of mass media in the society.

Or

(b) Compare traditional and digital mass media in terms of their impact and reach.

14. (a) Explain Gestalt theory and its application in visual communication design.

Or

(b) Evaluate the role of color psychology theory in creating visual impact and conveying messages effectively.

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15. (a) Explain the different stages involved in visual design implementation.

Or

(b) Explore the evolution of visual communication and its adaptation in commercial contexts.

Part C $(5 \times 8 = 40)$

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

16. (a) Explain the various barriers to communication with examples.

Or

(b) Write a detailed note on SMCR Model of communication.

17. (a) Discuss the various functions of mass media, analysing both its positive and negative influences.

Or

(b) "The rise of new media has significantly impacted the way people consume information"-Analyse.

18. (a) Explore the types of mass media and their roles in shaping public opinion.

Or

(b) Analyze the techniques used in mass media for public relations, publicity and propaganda.

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19. (a) Discuss optical and visual illusions and their influence on perception in design.

Or

(b) Analyze the design and concept development process in detail.

20. (a) Discuss the applications of visual communication in 3-D visuals, animation and mobile media.

Or

(b) Compare satellite TV, DTH TV and OTT platforms in terms of visual communication delivery.

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C–5020	Sub. Code 96715

B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Visual Communication

INTRODUCTION TO COMPUTER GRAPHICS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Input Devices that use a special ink that contains magnetizable particles of iron oxide are
    (a) Optical disks   (b) Magnetic disks
    (c) MICR   (d) Magnetic drives

2. ———————— is designed to solve a specific problem or to do a specific task.
    (a) Application Software
    (b) System Software
    (c) Utility Software
    (d) User

3. PDA stands for ——————
    (a) personal digital applications
    (b) private digital applications
    (c) personal digital assistants
    (d) private digital assistants

4. Getting data from a cell located in different sheet is called
   (a) Accessing   (b) Referencing
   (c) Updating   (d) Functioning

5. ——— is considered as 'the world's first popular browser".
   (a) Firefox   (b) Mosaic
   (c) Nexus   (d) Netscape Navigator

6. ——————— colours can be represented with a 4 bit colour depth.
   (a) 2   (b) 4
   (c) 16   (d) 256

7. ——————— file format requires a lot of memory.
   (a) Tif   (b) Gif
   (c) Jpeg   (d) Mov

8. ——————— type of image content is generally more suitable for lossy compression techniques.
   (a) Medical images
   (b) Text-based images
   (c) Photographic images
   (d) Technical diagrams

9. Scopes are used in colour correction to
   (a) Adjust exposure
   (b) Visualize colour distribution
   (c) Sharpen images
   (d) Add text

10. _____ adjustment tool allows for precise control over highlights, shadows and midtones.
    (a) Brightness/Contrast
    (b) Levels
    (c) Curves
    (d) Vibrances

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Part B $(5 \times 5 = 25)$

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

11. (a) Differentiate between the hardware and software of computers with examples.

Or

(b) Write a short note on the input devices of Computer.

12. (a) Give a brief note on the Pros and Cons of Mainframe Computers.

Or

(b) Write about the features of Powerpoint.

13. (a) List down the advantages and disadvantages of LAN.

Or

(b) Write a short note on Colour depth and its types.

14. (a) Write brief notes on DPI and PPI.

Or

(b) Differentiate between lossy and lossless Compression.

15. (a) Explain the benefits of using curves for colour correction compared to using the Hue/Saturation tool.

Or

(b) Mention the pros and cons of Pixel Graphics.

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Part C (5 × 8 = 40)

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

16. (a) Elaborate on the different types of output devices of computer.

Or

(b) Write a detailed note on the uses and application of Multimedia.

17. (a) Explain in detail about the different types of Computer based on size.

Or

(b) What are the different categories of chart in MS. Excel? List down the steps to create a chart.

18. (a) Write a detailed note on the types of Search Engines in the Internet world.

Or

(b) Elaborate the functions and features of web browsers.

19. (a) Explain in detail about the advantages and disadvantages of vector and raster graphics.

Or

(b) Explain the different types of image file formats in detail

20. (a) Describe the purpose of Adobe InDesign in the graphic design workflow.

Or

(b) Discuss ten essential tools and functions available in Corel DRAW for graphic design.

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	96723

B.Sc. DEGREE EXAMINATION, APRIL 2025

Second Semester

Visual Communication

PHOTOJOURNALISM

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** questions.

1. Infer the primary function of a tripod. -

    (a) To support the camera

    (b) To add flash

    (c) To hold the camera steady

    (d) To store the camera

2. Choose the type of camera is typically used for high-quality professional photography.

    (a) Smartphone   (b) DSLR

    (c) Point-and-shoot   (d) Instant camera

3. Name the aperture setting allows more light to enter the camera.

    (a) f/16   (b) f/11

    (c) f/2.8   (d) f/8

4. Tell the rule of thirds help with in photography.

   (a) Adjusting focus

   (b) Adjusting exposure

   (c) Setting white balance

   (d) Composing the shot

5. Predict the type of photography focuses on capturing the natural environment.

   (a) Portrait photography

   (b) Sports photography

   (c) Advertising photography

   (d) Landscape photography

6. Tell the primary goal of advertising photography.

   (a) To document events

   (b) To create art

   (c) To promote products

   (d) To capture wildlife

7. Judge the primary responsibility of a photojournalist.

   (a) Reporter   (b) Photojournalist

   (c) Editor   (d) Graphic designer

8. Choose the element that is essential for visual storytelling in photojournalism.

   (a) Visual storytelling

   (b) Editing techniques

   (c) Camera settings

   (d) Lens selection

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9. Pick the photo-features in the context of photojournalism.

  (a) Visual storytelling (b) Editing photos

  (c) Shooting videos (d) Writing articles

10. Tell the principle that is crucial in ethical photojournalism.

  (a) Camera settings (b) Photo-features

  (c) Lens selection (d) Editing techniques

Part B (5 × 5 = 25)

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

11. (a) Discuss the different types of filters used in photography and their purposes.

Or

  (b) Explain the importance of using a light meter in photography.

12. (a) Discuss the importance of shutter speed in capturing motion.

Or

  (b) Explain the concept of depth of field and its significance in photography.

13. (a) Describe the key characteristics of portrait photography.

Or

  (b) Explain the challenges and techniques in sports photography.

14. (a) Discuss the organization of a newspaper and the structure of a newsroom.

Or

  (b) Explain the process of briefing and debriefing for photojournalists.

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15. (a) Explain the process of writing effective captions for news photos.

Or

(b) Describe the components of a photo-essay.

Part C   (5 × 8 = 40)

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

16. (a) Analyze the impact of film speed and size on photographic quality.

Or

(b) Evaluate the importance of light meters in achieving proper exposure.

17. (a) Analyze the effect of different focal lengths on image composition.

Or

(b) Evaluate basic lighting techniques, including key light, fill light, and back light.

18. (a) Analyze the unique aspects of wildlife photography and the skills required.

Or

(b) Evaluate the role of documentary photography in social and political contexts.

19. (a) Discuss the ethical principles that photojournalists must adhere to.

Or

(b) Analyze the importance of visual storytelling in photojournalism.

20. (a) Discuss the ethical issues that can arise in photojournalism.

Or

(b) Analyze the ethical considerations in photography for advertising.

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C–5022		Sub. Code
		96725

B.Sc. DEGREE EXAMINATION, APRIL 2025

Second Semester

Visual Communication

UNDERSTANDING INDIAN SOCIETY

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Interpret, one approach to studying media, culture, and society

    (a) Sociological   (b) Historical

    (c) Chemical   (d) Biological

2. Tell that links culture, evolution of society, and the development of mass communication

    (a) Politics   (b) Culture

    (c) Economy   (d) Technology

3. Which field studies gender, caste, and community differences?

    (a) Sociology   (b) Psychology

    (c) Biology   (d) Chemistry

4. The meaning of Technological Determinism

   (a) Social theory

   (b) Technological theory

   (c) Economic theory

   (d) Political theory

5. Name the approach that analyzes signs and symbols in media

   (a) Sociology   (b) Semiotics

   (c) Psychoanalysis   (d) Anthropology

6. Infer the difference between active and passive audiences

   (a) Engagement level

   (b) Gender

   (c) Age

   (d) Education

7. Predict the media often referred to as in society

   (a) Economic driver

   (b) Entertainment source

   (c) Consciousness Industry

   (d) Political tool

8. Tell the way, which does media construct social reality

   (a) By ignoring society

   (b) By avoiding biases

   (c) By reporting facts only

   (d) Through selective representation

9. Judge the media representation often leads to

   (a) Truth   (b) Objectivity

   (c) Stereotypes   (d) Balance

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10. Predict the role of media in politics

    (a) Entertainment   (b) Persuasion

    (c) Isolatio   (d) Neutrality

Part B $(5 \times 5 = 25)$

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

11. (a) Discuss the relationship between culture and the evolution of society.

            Or

    (b) Explain the sociological approach to studying media, culture, and society.

12. (a) Describe how digital technologies are modifying mass media.

            Or

    (b) Discuss the concept of Technological Determinism.

13. (a) Explain the concept of active versus passive audiences.

            Or

    (b) Describe the semiotic approach to media analysis.

14. (a) Explain the concept of social construction of reality by media.

            Or

    (b) Discuss the role of media as a consciousness industry.

15. (a) Explain the role of media in political persuasion and propaganda.

            Or

    (b) Describe how media creates and perpetuates stereotypes.

3   **C–5022**

Part C $(5 \times 8 = 40)$

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

16. (a) Discuss the significance of linking culture, the evolution of society, and the development of mass communication.

Or

(b) Analyze the various approaches studying media, culture, and society.

17. (a) Discuss the regional and geographical differences in media consumption.

Or

(b) Analyze the impact of sociology on understanding media and society.

18. (a) Discuss the psychoanalytic approach to understanding media.

Or

(b) Analyze the role of sociology in media analysis.

19. (a) Discuss how media acts as a consciousness industry.

Or

(b) Analyze the role of media in shaping societal norms and values.

20. (a) Discuss the impact of media on political opinions and consumer behavior.

Or

(b) Analyze the ethical considerations in media representation and stereotypes.

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B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Visual Communication

WRITING FOR MEDIA

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Tell the primary purpose of editing in the writing process.

    (a) To improve clarity and accuracy

    (b) To add more content

    (c) To change the topic

    (d) To increase word count

2. Pick the technological resource is useful for developing writing skills.

    (a) Social media platforms

    (b) Grammar checking software

    (c) Video editing tools

    (d) Image editing software

3. Choose the type of writing aimed at promoting a product or service in print.

    (a) News writing   (b) Blogging

    (c) Copywriting   (d) Feature writing

4. Predict the print media format that focuses on a specific audience or interest.

   (a) Newspapers   (b) Press releases

   (c) Brochures   (d) Niche magazines

5. The key element of a radio script format is

   (a) Visual aids   (b) Footnotes

   (c) Bibliography   (d) Dialogue

6. Choose the type of radio content that is designed to be catchy and memorable.

   (a) News reports   (b) Documentaries

   (c) Talk shows   (d) Radio jingles

7. The type of program which is a scripted fictional story broadcast on TV,

   (a) Feature film   (b) Talk show

   (c) Documentary   (d) News bulletin

8. The principle of scriptwriting for TV is

   (a) Writing for print

   (b) Writing for visual and auditory elements

   (c) Writing for radio

   (d) Writing novels

9. What is essential for effective blogging?

   (a) Plagiarized content

   (b) Lengthy posts

   (c) Engaging and original content

   (d) Complex language

10. Choose type of writing involves creating instructions for using software or products.

    (a) Creative writing (b) Blogging

    (c) SEO writing   (d) Technical writing

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Part B (5 × 5 = 25)

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

11. (a) Explain the importance of originality in writing.

    Or

    (b) Describe the process of structuring a written piece.

12. (a) Explain the role of copywriting in print advertisements.

    Or

    (b) Discuss the key elements of writing for niche magazines.

13. (a) Explain the process of creating a radio jingle.

    Or

    (b) Discuss the key elements of writing a radio documentary.

14. (a) Explain the role of storyboards in creating television commercials.

    Or

    (b) Discuss the process of scripting a documentary for television.

15. (a) Explain the role of technical writing for various websites.

    Or

    (b) Discuss the key elements of effective blogging.

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Part C   (5 × 8 = 40)

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

16. (a) Explain how technological resources can be used to enhance writing skills.

Or

(b) Evaluate the importance of proofreading and editing in the writing process.

17. (a) Explain the importance of structuring and editing when writing for brochures and other print materials.

Or

(b) Evaluate the process of creating compelling copy for print ads.

18. (a) Explain the importance of format and structure in writing for radio.

Or

(b) Evaluate the role of scripting in creating compelling radio features.

19. (a) Explain the importance of visual storytelling in television writing.

Or

(b) Evaluate the process of scripting fictional programs or feature films for TV.

20. (a) Explain the different types of online articles and their unique writing requirements.

Or

(b) Evaluate the importance of writing concise and scannable content for the web.

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B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Visual Communication

PRINTING AND PUBLICATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** questions.

1.   Tell the main characteristic of the offset printing process

    (a)   Printing through a mesh screen

    (b)   Transferring ink from plate to rubber blanket then to paper

    (c)   Direct printing from plate to paper

    (d)   Printing from a recessed surface

2.   Pick the printing process known for its use in high-volume production of newspapers

    (a)   Offset   (b)   Flexography

    (c)   Silk Screen   (d)   Gravure

3.   Choose the role of typography in print media

    (a)   Communicating through text style

    (b)   Adding colors and arrangement

    (c)   Creating graphics

    (d)   Editing images

4. The element that is crucial for exclusive coverage in print media
   (a) Printing speed   (b) Editorial policy
   (c) Binding technique (d) Paper quality

5. What is copy fitting in typography?
   (a) Adjusting text to fit within a
   (b) Selecting font styles designated space
   (c) Creating graphics
   (d) Editing images

6. Interpret the function of information graphics in publication design
   (a) To decorate the page
   (b) To increase page count
   (c) To visually represent data and information
   (d) To replace text content

7. The crucial consideration in printing management is
   (a) Speed of printing
   (b) Cost of production
   (c) Number of employees
   (d) Type of binding

8. Pick the type of paper that is generally more economical for high-volume print runs
   (a) Newsprint   (b) Cardstock
   (c) Glossy paper   (d) Recycled paper

9. Predict the common trend in the printing and publishing industry in India.
   (a) Handwritten manuscripts
   (b) Typewriters
   (c) Digital printing
   (d) Papyrus scrolls

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10. Choose the design principle that is used for cover pages.

 (a) Using dull colors

 (b) Random placement of elements

 (c) Overcrowding with text

 (d) Visual hierarchy

Part B $(5 \times 5 = 25)$

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

11. (a) Describe the plate making process in printing.

Or

 (b) Discuss the typesetting methods and their evolution from hot metal to digital.

12. (a) Explain how typography contributes to the overall design and communication of print media.

Or

 (b) Describe the factors that influence content variety in print publications.

13. (a) Explain the process of copy fitting and its importance in publication design.

Or

 (b) Discuss the role of typography ineffective communication through print media.

14. (a) Explain the economic considerations in the printing industry.

Or

 (b) Describe the structure and organization of a typical printing press.

15. (a) Explain the importance of spacing techniques in print design.

Or

 (b) Describe the recent trends in the printing and publishing industry in India.

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Part C (5 × 8 = 40)

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

16. (a) Explain the principles of Intaglio printing and its applications.

Or

(b) Evaluate the impact of the linocut technique in the art and printing industry.

17. (a) Explain the relationship between space availability, content variety, and the size of print publications.

Or

(b) Evaluate the impact of pictures and illustrations on the readability and appeal of print publications.

18. (a) Explain how publication design principles can be applied to create effective and visually appealing printed materials.

Or

(b) Evaluate the role of special designs, such as information graphics, charts, tables, in enhancing readability and appeal of print publications.

19. (a) Explain the role of printing management in ensuring efficient and high-quality print production.

Or

(b) Evaluate the different types of paper and ink used in printing and their impact on cost and quality.

20. (a) Explain the recent trends in printing processes and their implications for the future of the industry.

Or

(b) Evaluate the impact of digital printing on the printing and publishing industry in India.

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B.Sc. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Visual Communication

VIDEO EDITING

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **ten** questions.

1. What is a key duty of an editorial assistant?

   (a) Conducting market research

   (b) Scheduling meetings for the editorial team

   (c) Finalizing the manuscript for publication

   (d) Writing the main content of the publication

2. When starting a new editing project, which of the following is NOT typically required?

   (a) A clear understanding of the target audience

   (b) Access to digital editing tools

   (c) A marketing strategy

   (d) Knowledge of the project's objectives

3. What is the effect of a distorted shot on the audience's perception of a scene?

   (a) It provides a sense of clarity and realism

   (b) It enhances the visual aesthetic of the scene

   (c) It can create feelings of confusion or unease

   (d) It simplifies complex scenes foreasier understanding

4. Which factor is crucial for maintaining smooth continuity in a scene?

   (a) The use of varied camera angles

   (b) Consistent lighting and sound design

   (c) The incorporation of fast-paced editing techniques

   (d) Frequent changes in shot composition

5. What is the primary function of scene editing in film production?

   (a) Develop character backstories and subplots

   (b) To create special effects and visual enhancements

   (c) To design the film's promotional materials and marketing strategy

   (d) To structure and organize individual scenes into a coherent narrative flow

6. What is the effect of using parallel cuts in a thriller film?

   (a) To emphasize the emotional connection between characters

   (b) To provide a humorous contrast between scenes

   (c) To create suspense by showing simultaneous actions in different locations

   (d) To showcase the passage of time within a single scene

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7. How does background music (BGM) contribute to the narrative impact of a film?

   (a) By replacing original sound recordings with studio-dubbed versions

   (b) By providing ambient noises and environmental sounds

   (c) By enhancing emotional cues and reinforcing thematic elements

   (d) By mixing different audio tracks into a final soundtrack

8. What is the purpose of using sound special effects (SFX) in film editing?

   (a) To enhance background music (BGM)

   (b) To create visual effects for action scenes

   (c) To synchronize dialogue portions with actors' lip movements

   (d) To add realistic or fantastical elements to scenes

9. What is the purpose of transitions in film editing?

   (a) To adjust audio levels between scenes

   (b) To create visual effects for action sequences

   (c) To enhance continuity between shots

   (d) To synchronize dialogue with lip movements

10. What role does color correction play in the DI (Digital Intermediate) process?

   (a) Adjusting lighting angles and shadows

   (b) Enhancing visual effects and transitions

   (c) Balancing colors and tones in footage

   (d) Adding special effects to scenes

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Part B $(5 \times 5 = 25)$

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

11. (a)   How can online editing tools enhance collaboration among team members working on a single project?

     Or

     (b)   What strategies can editors use to ensure they meet deadlines effectively?

12. (a)   How can different types of shots, such as establishing shots and close-ups, be used together to enhance storytelling in a film?

     Or

     (b)   Discuss how maintaining rhythm through consistent shot selection and editing contributes to smooth continuity in a film.

13. (a)   What are the key considerations when compiling scenes into a sequence?

     Or

     (b)   Discuss the impact of editing techniques on maintaining smooth continuity in a film.

14. (a)   Explain the importance of quality control in the final cut stage of film editing.

     Or

     (b)   Discuss the technical considerations in mixed track posting.

15. (a)   Discuss the role of an Edit Decision List (EDL) in managing complex editing projects.

     Or

     (b)   Describe the final steps involved in the output and rendering stage of film editing.

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Part C (5 × 8 = 40)

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

16. (a) Explain how an editorial assistant can contribute to the efficiency of the editing process.

Or

(b) Discuss the importance of understanding the target audience in the editing process.

17. (a) What factors influence the choice of camera angles and shots in a scene? How do these choices affect the audience's engagement with the film?

Or

(b) How can camera angles be used to highlight the psychological state of a character? Provide examples of different angles and their effects.

18. (a) Discuss the role of decision-making in film editing. How do editors make choices about culling patterns and shot selection to serve the narrative effectively?

Or

(b) How does the choice of cuffing pattern (e.g., inter-cutting, parallel cutting) affect the emotional tone of a scene? Provide an example of a scene where this choice is crucial.

19. (a) Describe the role of background music (BGM) in character development and scene progression.

Or

(b) Explain the creative decisions involved in selecting and incorporating sound special effects (SFX) into a film.

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20. (a) Discuss the technical challenges and considerations in online reconnecting during film post-production.

Or

(b) Explain the significance of XML (Extensible Markup Language) in film editing workflows. How does XML facilitate the exchange of project data and integration of various post-production processes?

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C–5025

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Visual Communication

COMMUNICATION THEORIES AND CONCEPTS

(2023 onwards)

Duration : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 1 = 10)$

Answer **all** questions.

1. Which mode of communication involves the exchange of information through spoken or written words?

   (a) Non-verbal communication

   (b) Verbal communication

   (c) Visual communication

   (d) Digital communication

2. Which of the following is an example of Non-verbal communication?

   (a) Sending an email

   (b) Writing a letter

   (c) Using body language

   (d) Speaking on the phone

3. Lateral thinking is often contrasted with which other type of thinking that focuses on logical and structured problem-solving?

(a) Convergent thinking

(b) Divergent thinking

(c) Analytical thinking

(d) Abstract thinking

4. Which of the following techniques is associated with lateral thinking?

(a) Critical path analysis

(b) Six Thinking Hats

(c) Decision tree analysis

(d) Fishbone diagram

5. Which of the following is a primary factor contributing to the digital divide?

(a) Differences in political views

(b) Variations personal interests

(c) Socio economic status

(d) Physical fitness levels

6. What term describes the informal communication network within an organization, often referred to as the "grapevine"?

(a) Formal Network

(b) Informal Network

(c) Horizontal Network

(d) Vertical Network

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7. Haptics refers to the study of communication through:

   (a) Touch   (b) Space

   (c) Time   (d) Vocal tone

8. In the context of non-verbal communication, which term refers to the study of body movements, gestures, and posture?

   (a) Haptics   (b) Proxemics

   (c) Kinesics   (d) Paralanguage

9. Which of the following is NOT one of the four Normative Theories of the Press?

   (a) Authoritarian Theory

   (b) Libertarian Theory

   (c) Social Responsibility Theory

   (d) Democratic Participant Theory

10. According to Agenda Setting Theory, the media primarily influences:

    (a) What people ask

    (b) How people think

    (c) What people think about

    (d) People's buying decisions

Part B $(5 \times 5 = 25)$

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

11. (a) Explain the Shannon and Weaver Model of communication and its significance.

    Or

    (b) Explain the importance of non-verbal communication and provide examples.

3   **C–5026**

12. (a) Explain the concept of complementary transactions in Transactional Analysis and provide an example.

Or

(b) Discuss the concept of relational dialectics and how it applies to interpersonal communication.

13. (a) Discuss the role of education in overcoming the digital divide. How can educational institutions contribute to digital inclusion?

Or

(b) Analyze the role of communication patterns in fostering effective teamwork. Provide examples of effective and ineffective communication patterns.

14. (a) Discuss the role of chronemics in communication. How does the perception and use of time affect interactions in different cultural contexts?

Or

(b) Discuss the role of haptics in communication. How can touch be used effectively in different communication contexts?

15. (a) Evaluate the applicability of Cultivation Theory in the context of new media and digital platforms.

Or

(b) Analyze the impact of the Spiral of Silence on social media platforms. How might online anonymity influence the dynamics of this theory?

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Part C (5 × 8 = 40)

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

16. (a) Describe the different modes of communication and their respective advantages and disadvantages.

Or

(b) Discuss the role of digital media in modern communication.

17. (a) Discuss the role of crossed transactions in creating communication breakdowns and suggest ways to resolve them.

Or

(b) Explain Communication Accommodation Theory and its significance in understanding interpersonal interactions.

18. (a) Analyze the role of feedback in the decision-making process. How can feedback improve the quality of group decisions?

Or

(b) Analyze the role of Symbolic Interactionism in understanding group communication dynamics.

19. (a) Explain the concept of non-verbal immediacy and discuss its impact on audience perception and engagement in public communication.

Or

(b) Discuss the stages of the Hierarchy of effects Model in persuasion and provide examples of how each stage can be targeted in an advertising campaign.

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20. (a) Explain the key concepts of Cultivation Theory as proposed by George Gerbner. How does this theory view the long-term effects of media exposure on audiences?

Or

(b) Explain the core concept of Agenda Setting Theory and discuss its implications for public opinion formation.

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6 C–5026

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Visual Communication

TELEVISION PRODUCTION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. What is one of the primary advantages of television as a mass communication medium?

   (a) Limited reach to urban areas

   (b) High cost of production

   (c) Ability to combine audio and visual elements

   (d) Slow dissemination of information

2. Which of the following is a characteristics features of television that enhance its impact on audiences?

   (a) Text-heavy content

   (b) Interactivity with viewers

   (c) Limited broadcast schedule

   (d) Static visuals

3. Which stage involves finalizing the audio and visual elements, including editing and adding special effects?

(a) Pre-production   (b) Production

(c) Post- production   (d) Scriptwriting

4. What is a key task during the post-production state of television program production?

(a) Budget preparation

(b) Scriptwriting

(c) Editing production

(d) Casting

5. Which type of filter is used to reduce glare and reflections from shiny surfaces in television lighting?

(a) Polarizing filter   (b) UV filter

(c) ND filter   (d) Color correction filter

6. Which type of camera lens is typically used for close-up shots and capturing fine details?

(a) Wide-angle lens   (b) Telephoto lens

(c) Prime lens   (d) Zoom lens

7. Which tool is used to analyze color information and hue in video signals?

(a) Waveform monitor

(b) Vector scope

(c) VU meter

(d) Oscilloscope

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8. What is the primary purpose of using a waveform monitor in video editing

   (a) Monitoring audio levels

   (b) Checking color balance

   (c) Measuring light intensity

   (d) Analyzing video resolution

9. When selecting a backdrop for a television set, what consideration is most important?

   (a) The backdrop's ability to change color

   (b) The backdrop's size relative to the set

   (c) The backdrop's weight for ease of handling

   (d) The backdrop's price per square foot

10. What is the primary consideration when selecting locations for a television program?

    (a) Availability of parking space

    (b) Proximity to public transportation

    (c) Aesthetic appeal and suitability to the script

    (d) Cost of renting the location

Part B (5 × 5 = 25)

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

11. (a) Valuate the role of television in entertainment and education. How can television be utilized to inform and educate diverse audiences?

Or

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(b) Explain how television influences societal communication. Provide example of television programs that have had significant social impacts.

12. (a) Compare and contrast a shooting script and a screenplay in television production.

Or

(b) Explain the role of a storyboard in television production. How does it aid in visualizing and planning the scenes of a program?

13. (a) Explain the importance of soundproofing in a television studio.

Or

(b) Compare and contrast the functions of a camera and a camcorder in television program production.

14. (a) Discuss the differences between mono, stereo, and surround sound recording techniques.

Or

(b) Compare the characteristics of dynamics, condenser and ribbon microphones.

15. (a) Discuss the importance of casting in television production.

Or

(b) Explain the factors to consider when choosing locations for television shoots.

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Part C (5 × 8 = 40)

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

16. (a) Describe the role of Doordarshan as a development communicator in India. How has Doordarshan contributed to social awareness and community development through its programs?

Or

(b) Analyze the role of Doordarshan in the initial phases of television broadcasting in India. How did Doordarshan contribute to shaping television as a medium for national integration and education?

17. (a) Explain the stages involved in television program production from concept development to post-production. How does each stage contribute to the final product?

Or

(b) Describe the process of adding special effects and sound design during post-production. How do these elements enhance the overall viewing experience of the program?

18. (a) Describe the function of a teleprompter in television studios. How does it assist presenters and actors during scripted broadcasts?

Or

(b) Describe the significance of studio lighting in a television production setting. How does lighting design influence the mood and visual appeal of televised programs?

5 C–5027

19. (a) Explain the role of an audio console in television production.

Or

(b) Discuss the importance of studio acoustics in achieving high-quality audio recordings.

20. (a) Discuss the importance of makeup in television production.

Or

(b) Describe the process of set design in television production.

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B.Sc. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Visual Communication

2D AND 3D ANIMATION

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which pagination software is commonly used for designing complex page layouts that include text, images, and graphic elements?

   (a) Adobe Photoshop   (b) Corel DRAW

   (c) Adobe InDesign   (d) Illustrator

2. Which software is best suited for manipulating raster images and editing photographs with advanced tools like layers and masks?

   (a) Adobe Illustrator

   (b) Adobe Photoshop

   (c) InDesign

   (d) CorelDRAW

3. Which software is commonly used for creating digital animations and multimedia presentations?

    (a) Microsoft Excel   (b) Adobe Photoshop

    (c) Adobe Animatic   (d) Adobe Acrobat

4. What is a key principle of digital animation?

    (a) Static visuals

    (b) Real-time rendering

    (c) Frame-by-frame movement

    (d) Non-interactive content

5. What does "lip sync" refer to in animation?

    (a) Matching character lip movements to spoken dialogue

    (b) Adjusting camera angles during dialogue scenes

    (c) Mixing background music with dialogue

    (d) Adding special effects to character expressions

6. What is the purpose of a soundtrack in animation?

    (a) To adjust the lighting effects

    (b) To synchronize character movements

    (c) To add dialogue and sound effects

    (d) To create special transitions

7. What does 3D animation primarily focus on portraying?

    (a) Flat, two- dimensional characters

    (b) Realistic depth and perspective

    (c) Hand-drawn animation techniques

    (d) Static images with minimal movement

C–5028

8. Which software is widely used for creating and rendering 3D animations in industries such as film and gaming?

   (a) Adobe Photoshop (b) Autodesk Maya

   (c) CoreldDRAW (d) Microsoft Excel

9. Which type of modelling uses vertices, edges, and faces to create a 3D model?

   (a) Polygons (b) NURBs

   (c) Sculpting (d) Deformation

10. Which modelling technique allows for smooth and curved surfaces ideal for automotive and industrial design?

    (a) Polygon modeling (b) NURBs modeling

    (c) Box modeling (d) Boolean modeling

Part B (5 × 5 = 25)

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

11. (a) Compare the use of charts and graphs versus multimedia elements in MS PowerPoint presentations.

   Or

   (b) Discuss the role of Adobe Photoshop in small business for image manipulation and editing.

12. (a) Discuss the process of tweening in digital animation.

   Or

   (b) Compare traditional animation techniques like cel animation with modern digital animation methods.

3

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13. (a) Describe the effect of "zooming in" on a scene in animation.

Or

(b) Discuss the role of a soundtrack in animation.

14. (a) Outline the essential hardware requirements for running complex 3D animation software.

Or

(b) Explain the role of rendering engines in 3D animation.

15. (a) Describe the process of box modeling.

Or

(b) What is the significance of edge loops in polygon modeling?

Part C (5 × 8 = 40)

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

16. (a) Explain the role of Adobe InDesign in small business desktop publishing. How does InDesign facilitate the creation of layouts for print materials such as brochures, newsletters, and magazines?

Or

(b) Describe the features of CorelDRAW that make it suitable for small business graphic design projects. How can CorelDRAW be used to create logos, illustrations, and promotional materials?

4

C–5028

17. (a) Explain the concept of squash and stretch in 2D animation. How squash and stretch add realism and exaggeration to animated characters and objects?

Or

(b) Explain the importance of story board creation in the animation pipeline. How does storyboarding help visualize the sequence of events and camera angles in animated scenes?

18. (a) Discuss the process of planning and organizing animation sequences using exposure sheets or timelines.

Or

(b) Explain how camera techniques such as panning, zooming and trucking contribute to visual storytelling in animation.

19. (a) Discuss the importance of GPU (Graphics Processing Unit) in 3D animation. How does a powerful GPU enhance rendering speeds and overall performance in animation production?

Or

(b) Compare and contrast different 3D animation software tools. What are the specific strengths and applications of each software in professional animation workflows?

5

C–5028

20. (a) Explain the process of creating materials in a 3D modeling software. What parameters are typically adjusted to define the surface properties of a material?

Or

(b) Describe the steps involved in UV mapping a 3D model. Why is UV mapping essential for accurate texture application?

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C–5028

B.Sc. DEGREE EXAMINATION, APRIL 2025

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions.

1. Define visual communication.

2. What are the main elements of communication?

3. Explain the concept of connotation in communication.

4. What is the difference between denotation and connotation?

5. What are the primary functions of mass media?

6. How does mass media influence society?

7. Briefly explain Gestalt Theory in visual perception.

8. What is color psychology?

9. What are the stages of the design process?

10. How is problem identification important in the design process?

Section B $(5 \times 5 = 25)$

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

11. (a) Discuss the importance of communication in human interaction.

Or

(b) Describe the process of communication using the SMCR model.

12. (a) Explain the different levels of communication.

Or

(b) How do cultural codes influence communication?

13. (a) What are the various types of mass media? Give examples.

Or

(b) Discuss the role of public relations in mass communication.

14. (a) Explain the concept development process in visual design.

Or

(b) What are optical illusions, and how do they affect visual perception?

15. (a) Describe the decision-making process in visual design.

Or

(b) How does analysis contribute to the design process?

2   C–5029

Section C $(3 \times 10 = 30)$

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

16. (a) Discuss the barriers to effective communication and suggest ways to overcome them.

Or

(b) Explain the objectives of communication with relevant examples.

17. (a) How do technical, semantic, and pragmatic levels of communication differ? Provide examples for each.

Or

(b) Analyze the impact of mass media on education and entertainment.

18. (a) Elaborate on the principles of visual and sensory perceptions with reference to Gestalt Theory.

Or

(b) Discuss the process of developing ideas in visual design from research to presentation.

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3   **C–5029**

B.Sc. DEGREE EXAMINATION, APRIL 2025

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 Communication?

2. Define verbal communication.

3. What is transactional analysis?

4. What is ideation?

5. What is the role of leadership?

6. What is brainstorming?

7. Define kinesics.

8. Define Rhetoric model.

9. What is Mass Communication?

10. Define Cultivation theory.

Part B (5 × 5 = 25)

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

11. (a) Discuss about various mode of communication.

Or

(b) Write about the advantages disadvantages of oral communication.

12. (a) Discuss about transactional analysis with example.

Or

(b) Discuss about creative thinking versus lateral thinking.

13. (a) Write about leadership skills.

Or

(b) Discuss about the maintenance of group roles and behaviour.

14. (a) Describe about types of non-verbal behaviour.

Or

(b) Explain about how important is non-verbal communication in communication.

15. (a) Describe about the key functions of mass media.

Or

(b) Discuss about cultivation theory.

2 C–5030

Part C $(3 \times 10 = 30)$

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

16. (a) Describe about types of non-verbal communication.

Or

(b) Explain in detail about ideation.

17. (a) Discuss about team work communication.

Or

(b) Explain in detail about public communication.

18. (a) Discuss about agenda setting theory.

Or

(b) Write about two step flow theory.

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B.Sc. DEGREE EXAMINATION, APRIL 2025

Third Semester

Visual Communication

TELEVISION PRODUCTION

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Summarize the importance of effective visualization.

2. What does a floor manager do in a film set?

3. Outline the uses of spec script.

4. Define outdoor on-sight sets.

5. Outline the merits of digital camera.

6. Summarize the importance of colour temperature in TV lighting.

7. Write short notes on ribbon mic.

8. What does having a voice-over mean?

9. Define symbolic editing.

10. Write short notes on virtual cinema photography.

Part B (5 × 5 = 25)

Answer **all** questions

11. (a) Write in detail about the Television production standards.

Or

(b) Summarize the indoor and outdoor floor management.

12. (a) Discuss in detail about dialogue writing and selection of cast.

Or

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

13. (a) Organize the merits and demerits of digital camera.

Or

(b) Summarize the importance of virtual reality (VR).

14. (a) Discuss about the unidirectional and bi-directional mic.

Or

(b) Write in detail about the dubbing and back round music.

15. (a) Conclude the different editing errors.

Or

(b) Write in detail about the importance of television graphics.

2 **C–5031**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail about the different phase of Television production.

         Or

    (b) Elaborate on production management and budget preparation.

17. (a) Briefly explain indoor and outdoor on-sights sets.

         Or

    (b) Describe the uses of different camera lenses in Television production.

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

         Or

    (b) Explain in detail about the various categories of sounds used in Television production.

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3   **C–5031**

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Third Semester

Visual Communication

UNDERSTANDING INDIAN SOCIETY

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Culture?

2. Define: Regional culture.

3. What is web ad?

4. Define: Gender.

5. What is Media Analysis?

6. Active Audience.

7. Mention any four Social Media.

8. What is social construction?

9. What is Representation?

10. Define: Popular Culture.

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

11. (a) Write short note on Understanding culture.

Or

(b) Write down the roots of culture.

12. (a) Write short note on Gender difference.

Or

(b) Describe about Social Psychology.

13. (a) Elucidate: Semiotics.

Or

(b) Write brief note on Sociology.

14. (a) What is the purpose of Media in society?

Or

(b) Difference between Active and Passive Audience.

15. (a) Elucidate: Media Representation.

Or

(b) Write Short note on Popular Culture.

C–5032

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

16. (a) Describe about the Five Ways of culture.

Or

(b) Differences between Individual Culture and Team Culture.

17. (a) Elucidate in detail about Community in Indian Society.

Or

(b) How audience is important in Media analysis?

18. (a) Media as consciousness industry – Explain.

Or

(b) Write a detailed note on Media representation.

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B.Sc. DEGREE EXAMINATION, APRIL 2025

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 DW Griffith?

2.   What is continuity in editing?

3.   Write about recording.

4.   Discuss about the trimming.

5.   List two editing software.

6.   Give brief note on FPS.

7.   Write about editing software interface.

8.   What is Rerecording?

9.   Sketch a sample EDL with the elements present in it.

10.   Write about basic production techniques.

Part B (5 × 5 = 25)

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

11. (a) How do we check the continuity in editing?

Or

(b) Discuss the various stages of editing.

12. (a) Discuss on advanced editing.

Or

(b) Discuss about the high-level angle.

13. (a) What are the merits and demerits of editing?

Or

(b) How to import and organise a footage?

14. (a) "Story telling can change at the editors disk" – Comment on the quote.

Or

(b) Describe the various camera angles and their meaning in relation to editing.

15. (a) How will you handle shots for a continuity editing?

Or

(b) Describe the final screening.

Part C (3 × 10 = 30)

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

16. (a) Differentiate between linear and non-linear editing.

Or

(b) What are the elements of creating movies?

2

C–5033

17. (a) Describe the recording options.

Or

(b) Explain about various image formats.

18. (a) Discuss about multitrade in editing.

Or

(b) "Visual effects enhances the presentation of the film" – explain the quote.

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3   **C–5033**

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fourth Semester

Visual Communication

PRINTING AND PUBLICATION DESIGN

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What is printing?

2. Define Planography.

3. What is colour separation?

4. What the scanners?

5. Define Typography.

6. What is a catalogue?

7. Define printing management.

8. List the different types of paper in printing.

9. Mention some printing industry in India.

10. What is Digital printing?

Part B   (5 × 5 = 25)

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

11. (a) Write briefly about the history of printing.

Or

(b) Write short notes on Intaglio and Silk screen.

12. (a) What is colour reproduction? Brief out.

Or

(b) Write short notes on Laser printers.

13. (a) Discuss about the elements of publication design.

Or

(b) Write a brief note on pagemakeup.

14. (a) Write a brief note on the printing press organization.

Or

(b) Discuss about the different types of inks used in printing.

15. (a) Discuss briefly about the growth and development of printing industry in India.

Or

(b) Write a brief note on the challenges faced by publishing industry in India.

C–5034

Part C   (3 × 10 = 30)

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

16. (a) Explain in detail about the type-setting methods.

                    Or

    (b) Write a detailed note on Flexography and Silk
         screen printing process.

17. (a) Explain in detail about the colour printing process.

                    Or

    (b) Write a detailed note on Special designs.

18. (a) Discuss about the Printing Management in detail.

                    Or

    (b) Write a detailed note on the recent trends in
         printing processes.

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3   **C–5034**

C–5035	Sub. Code
	96752

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Fifth Semester

Visual Communication

ADVERTISING

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define copy.

2. What is storyboard?

3. What are kiosks?

4. Discuss about hologram.

5. Write note on campaign.

6. List visual advertising techniques.

7. Write about display.

8. What is branding?

9. What is product placement?

10. What is brand recognition?

Part B $(5 \times 5 = 25)$

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

11.   (a)   What is the nature of advertising? Explain.

                    Or

       (b)   Discuss the visual advertising.

12.   (a)   Discuss on radio and podcast advertising.

                    Or

       (b)   Describe the bill boards.

13.   (a)   Discuss the audience perception of visual advertising.

                    Or

       (b)   Describe direct gaze induction technique.

14.   (a)   What are the advantages of large size advertisement?

                    Or

       (b)   Write about visual merchandising.

15.   (a)   Write about retail settings.

                    Or

       (b)   How can you get product placement for your small business?

                    2   **C–5035**

Part C (3 × 10 = 30)

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

16. (a) Discuss about visual advertising in different media.

Or

(b) Discuss about body advertising.

17. (a) Explain the importance of visualization in advertising.

Or

(b) Explain the role of images in advertising.

18. (a) Discuss on print and digital Publications.

Or

(b) Explain the corporate product placement.

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3 C–5035

C–5036	Sub. Code
	96755

B.Sc. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Visual Communication

COMMUNICATION SKILLS

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. State the need for communication.

2. List the essential requirements of effective communication.

3. List the various verbal skills.

4. Discuss about presenting ideas.

5. Write note on active listening.

6. Give brief note academic listening.

7. What is skimming?

8. List the levels of reading.

9. Write note on introducing.

10. Write note on conversations.

Part B   (5 × 5 = 25)

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

11. (a) Differentiate between communication and effective communication.

Or

(b) Write note on language.

12. (a) Describe the import parameters to be considered for interacting with group.

Or

(b) Discuss about the importance of spoken English.

13. (a) Describe the process of listening.

Or

(b) Describe taking tips.

14. (a) Explain in brief on reading skills.

Or

(b) Describe the scanning.

15. (a) Prepare a group discussion on "Recent Trends in Education".

Or

(b) Explain in brief on planning a tour.

C–5036

Part C $(3 \times 10 = 30)$

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

16. (a) Discuss about the types of communication.

Or

(b) Describe the barrier to effective communication.

17. (a) Write a resume for the post of Sales officer.

Or

(b) Write a formal letter to the editor on street light problem.

18. (a) Prepare a script for playing the role of leader of in a group.

Or

(b) Describe the techniques for paragraph writing and taking notes.

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C–5036

C–5037		Sub. Code
		96762

B.Sc. DEGREE EXAMINATION, APRIL 2025.

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. Define Human rights.

2. What does article 18 implies?

3. Define defamation.

4. What is a Cybercrime?

5. Define Press council.

6. What is Prasar Bharati?

7. Define IT Act.

8. List some Fair use policies.

9. Define Ethics.

10. Mention the usage of doctoring video.

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

11. (a) What are the salient feature of Indian constitution? Brief out.

Or

(b) Write short note on UN declaration of Human rights.

12. (a) Write a brief note on contempt of court.

Or

(b) Write short notes on cybercrimes.

13. (a) Discuss briefly about the functions of Film censor board.

Or

(b) Write a short note on the broadcasting council.

14. (a) Write a brief note on Privacy Act.

Or

(b) Discuss briefly, the importance of IT Act.

15. (a) Write short notes on social responsibility.

Or

(b) Discuss briefly the usage of visual manipulation.

C–5037

Part C (3 × 10 = 30)

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

16. (a) Explain in detail about Article 19 1(a).

Or

(b) Write a detailed note on copyright related to various media content.

17. (a) Explain in detail about the roles and powers of press council.

Or

(b) Write a detailed note on the powers and limitations of Prasar Bharati.

18. (a) Explain in detail about the Fair use policy.

Or

(b) Write a detailed note on importance of media laws and ethics.

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C–5037

B.Sc. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Visual Communication

FILM APPRECIATION

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Who is an antagonist?

2. Define Surrealism.

3. What is meant by Narrative form?

4. Define genre.

5. What is a script?

6. Define docudrama.

7. What do you mean by anthology movies?

8. What is meant by close up shot?

9. What is rough cut?

10. Define film review.

Part B $(5 \times 5 = 25)$

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

11. (a) Write a note on Nouvelle Vague.

Or

(b) Discuss about soviet montage films.

12. (a) Discuss about the role of cinematographer in film making.

Or

(b) Write notes on any five types of film genres.

13. (a) Distinguish between story and screenplay.

Or

(b) Write a short note on the development of movie clubs in India.

14. (a) Write a brief note on Commercial cinema.

Or

(b) Discuss the 180 degree rule.

15. (a) Discuss briefly about the Rhythm cut.

Or

(b) How does a film review differ from film criticism?

C–5038

Part C   (3 × 10 = 30)

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

16. (a) What are the differences between vulgarity and obscenity? Discuss the role of adult elements in the Indian cinema.

Or

(b) Write a detailed note on film theories and their evolution.

17. (a) Explain the types of camera angles with illustrations.

Or

(b) Explain the three different dimensions of film narrative.

18. (a) Write an essay on Pioneers of Indian Filmmaking.

Or

(b) Justify the comment "Director is the captain of a movie.

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3   **C–5038**

C–5039		Sub. Code
		96765

B.Sc. DEGREE EXAMINATION, APRIL 2025.

Sixth Semester

Visual Communication

WEB DESIGN

(2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is CMS?

2.   Define intranet.

3.   What is HTML?

4.   List the types of tags.

5.   What is Java Script?

6.   Mention the advantages of CSS.

7.   What are links?

8.   List few web browsers.

9.   What is a blog?

10.   Define usability concept.

Part B $(5 \times 5 = 25)$

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

11. (a) Write a short note on screen designs.

                    Or

    (b) Write brief notes on user interface and web.

12. (a) Discuss about the HTML paragraph and styles with examples.

                    Or

    (b) Write a brief note about embedding audios and iframes into web pages through HTML with examples.

13. (a) Write a Java Script program to find a field contains only numbers.

                    Or

    (b) Write a CSS program to add background color and border to a box.

14. (a) Write a brief note on the creation of home page with example.

                    Or

    (b) Write short notes on reader's comment option with example.

15. (a) Discuss briefly about the multimedia usability issues.

                    Or

    (b) Write a brief note on the interface designs.

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Part C (3 × 10 = 30)

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

16. (a) Explain in detail about the various internet protocols.

Or

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

17. (a) Explain in detail about the process of creating different types of HTML tables.

Or

(b) What is CSS? Explain with an example. How it is used in web page creation?

18. (a) What is Dream weaver? Explain it in detail as a web development tool.

Or

(b) Write a detailed note on blog creation with example.

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C–5039

C–5040	Sub. Code
	96766

B.Sc. DEGREE EXAMINATION, APRIL 2025

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 information?

2.   Write the types of media.

3.   Define public relations.

4.   What is a feature writing?

5.   What is the nature of the radio?

6.   List the types of radio programmes.

7.   Who are called general audience?

8.   What is a broadcast story?

9.   What is a blog?

10. Define online content.

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

11. (a)   What is meant by varying user experience? Brief out.

                    Or

     (b)   Write a brief note on sources of information.

12. (a)   Discuss about writing for print medium.

                    Or

     (b)   Write a short note on press releases.

13. (a)   Write a note on the characteristics of radio.

                    Or

     (b)   Discuss about the radio features.

14. (a)   What are commercials? Brief out.

                    Or

     (b)   Write a brief note on special audience.

15. (a)   What are news stories? Brief out.

                    Or

     (b)   Write short note on writing for commercials.

                    Part C   (3 × 10 = 30)

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

16. (a)   Explain the process of writing for images.

                    Or

     (b)   Elaborate on online story.

C–5040

17. (a) Describe about the different types of radio programmes.

Or

(b) Write a detailed note on television documentary script.

18. (a) Discuss on writing for social media.

Or

(b) Explain the process of writing script for a TV programme.

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3   **C–5040**