

C-6218

Sub. Code

83613

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Visual Media

FUNDAMENTAL OF ART AND DESIGN

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Harmony in design primarily focus on _____.
 - (a) Creating extreme contrast
 - (b) Combining elements in a pleasing way
 - (c) Using only one color throughout
 - (d) Avoiding repetition completely
2. _____ types of lines suggests movement, energy, and action.
 - (a) Curved Line
 - (b) Horizontal Line
 - (c) Diagonal Line
 - (d) Zigzag Line
3. The color mode primarily used for digital screens and web design is _____.
 - (a) CMYK
 - (b) RGB
 - (c) Pantone
 - (d) Grayscale
4. _____ type style is characterized by small decorative strokes at the ends of letters.
 - (a) Sans-serif
 - (b) Script
 - (c) Serif
 - (d) Monospace

5. In _____ the design follow a clear structure with sections arranged in blocks.
- (a) Freeform Layout
 - (b) Modular Layout
 - (c) Asymmetrical Layout
 - (d) Flow Layout
6. The “white space” in page makeup is _____.
- (a) Empty space left for advertisements
 - (b) Unused space that helps improve readability and aesthetics
 - (c) A mistake in the design process
 - (d) A section for adding random design elements
7. The position from which the scene is being viewed is _____.
- (a) Vanishing Point
 - (b) Horizon Level
 - (c) Station Point
 - (d) Perspective Grid
8. _____ is commonly seen in video games and architectural blueprints where all lines remain parallel and do not converge.
- (a) One-point perspective
 - (b) Two-point perspective
 - (c) Three-point perspective
 - (d) Isometric perspective
9. The part of the body that serves as the pivot point for most major movements is _____.
- (a) The shoulders
 - (b) The hips
 - (c) The feet
 - (d) The hands
10. _____ to maintain a strong sense of direction and flow in a pose.
- (a) Foreshortening
 - (b) Line of Action
 - (c) Contour Drawing
 - (d) Overlapping

Part B

(5 × 5 = 25)

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

11. (a) Mention the characteristics of a good design.

Or

- (b) Brief on the different types of lines and its characteristics.

12. (a) Write short notes on the rule of consistency in Typography.

Or

- (b) Write a short note on Calligraphy.

13. (a) Discuss on the role of typeface design in page layout.

Or

- (b) Explain the objectives of layout design for various mediums.

14. (a) Give a brief account on linear perspective and its types.

Or

- (b) Define vanishing point and its role in perspective drawing.

15. (a) Write about stick figures. How are they used in figure drawing.

Or

- (b) Discuss the role of cylindrical forms in human figure construction.

Part C

(5 × 8 = 40)

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

16. (a) Explain the different elements of design and their significance in detail.

Or

- (b) “Design thinking is a mindset not a toolkit” — Discuss on statement with relevance to creativity.

17. (a) Discuss the essentials of typography, including different type styles and their usage.

Or

- (b) Explain the concept of colour psychology and its impact of design.

18. (a) Compare the design aspects of India Today and Outlook magazines.

Or

- (b) Discuss the various styles of cover page designs in magazines in detail.

19. (a) Discuss the different types of perspective views in design.

Or

- (b) Explain the step by step process of constructing a three point perspective drawing. Support your scene with an example scene

20. (a) Explain the essential characteristics of human figure drawing in detail.

Or

- (b) Construct a front and side view of a female human figure using cylindrical forms.

C-6219

Sub. Code

83615

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Visual Media

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer all questions.

1. _____ is a common barrier to intercultural communication.
(a) Active listening (b) Cultural sensitivity
(c) Ethnocentrism (d) Clarity of message
2. The term “semaphore” is associated with a communication system that relied on _____.
(a) Pictorial symbols
(b) Drumming and beats
(c) Flags and visual signals
(d) Smoke signals
3. _____ introduced the concept of “Field of Experience” in communication.
(a) Aristotle (b) Wilbur Schramm
(c) Claude Shannon (d) David Berlo

4. The pragmatic level of communication focuses on
 - (a) The effect of communication on the receiver
 - (b) The technical transmission of messages
 - (c) The structure of language
 - (d) The encoding and decoding process

5. The primary influence of color psychology in visual communication is _____
 - (a) Contrast
 - (b) Emotion
 - (c) Resolution
 - (d) Brightness

6. The principles of visual organization focus on _____
 - (a) Symmetry
 - (b) Randomness
 - (c) Pixels
 - (d) Contrast

7. The meaning of symbols in communication is influenced by _____
 - (a) Language
 - (b) Culture
 - (c) Media
 - (d) Tone

8. The hypodermic needle model assumes media effects are _____
 - (a) Selective
 - (b) Interactive
 - (c) Passive
 - (d) Slow

9. News framing affects _____
 - (a) Perception
 - (b) Reality
 - (c) Clarity
 - (d) Resolution

10. A visual metaphor is used for _____
 - (a) Detection
 - (b) Reflection
 - (c) Representation
 - (d) Motion

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on the stages of Interpersonal Communication with example.

Or

- (b) Brief on the Psychological barriers of Communication.

12. (a) Mention the various levels of communication with suitable examples.

Or

- (b) Elucidate the advantages and disadvantages of Lasswell's Model of Communication.

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

Or

- (b) "Visual thinking enhance creativity and innovation" – Discuss.

14. (a) Differentiate between denotation and connotation with examples.

Or

- (b) Explain how culture influences communication meanings.

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

Or

- (b) Discuss about the characteristics of mass communication.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the objectives of communication and analyse how they vary across different communication platforms.

Or

- (b) Analyze the role of visual communication platforms in modern society.

17. (a) Discuss its components and analyze the strengths and limitations of SMCR model in the context of modern communication.

Or

- (b) Distinguish between the linear and interactive models of communication and explain their key concepts with relevant examples.

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

Or

- (b) Explain and analyze the design and concept development process in detail.

19. (a) Write a detailed note on the semiotic and structuralistic approach to visuals.

Or

- (b) Explain the concept of cross-cultural communication and its significance in a globalized world.

20. (a) Examine the various models of mass communication in detail.

Or

- (b) Discuss the various functions of mass media in society with relevant examples.

C-6224

Sub. Code

83633

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Visual Media

FILM LANGUAGE AND APPRECIATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Formalism in film studies primarily focuses on _____
 - (a) The social and political context of a film
 - (b) The unconscious desires reflected in cinematic narratives
 - (c) The stylistic and technical elements of a film
 - (d) The audience's subjective interpretation of a film

2. In psychoanalytic film theory, which concept explains the audience's identification with the camera's perspective?
 - (a) The Mirror Stage
 - (b) The Death Drive
 - (c) The Oedipus Complex
 - (d) The Cinematic Apparatus

3. _____ element is not typically considered part of mise-en-scène in film analysis.
 - (a) Lighting
 - (b) Editing
 - (c) Costume design
 - (d) Actor movement

4. The genre most likely to use exaggerated visual style, dramatic lighting and morally ambiguous characters is _____
- (a) Film Noir (b) Neo-Realism
(c) Documentary (d) Avant-Garde
5. _____ creates a sense of entrapment or isolation for a character.
- (a) Open framing (b) Closed framing
(c) Deep framing (d) Loose framing
6. _____ is based on the duration of shots, where each cut follows a set tempo or beat.
- (a) Associative montage
(b) Rhythmic montage
(c) Intellectual montage
(d) Metric montage
7. _____ technique is used to maintain spatial and temporal continuity in a scene.
- (a) Cross-cutting (b) Jump Cut
(c) Eyeline Match (d) Graphic Match
8. The filmmakers establish cinematic space within a scene _____
- (a) By using an establishing shot to define spatial relationships
(b) By relying solely on dialogue for context
(c) By eliminating visual cues and focusing only on sound
(d) By ensuring that all shots are filmed from a single angle

9. _____ is a screenplay.
- (a) A breakdown of shooting schedules
 - (b) A detailed script that includes dialogue and scene directions
 - (c) A financial plan for production
 - (d) A collection of behind-the-scenes footage
10. _____ type undergoes significant development throughout the story.
- (a) Static character (b) Flat character
 - (c) Stock character (d) Dynamic character

Part B

(5 × 5 = 25)

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

11. (a) Mention the various characteristics of film medium.
Or
(b) Write a short note on hermeneutics with reference to film context.
12. (a) Explain the importance of sound in film.
Or
(b) Mention the key characteristics of classical and non-linear narrative structures in film.
13. (a) Write a short notes on the narrative functions of mis-en-scene.
Or
(b) Brief on the different types of shots.
14. (a) Discuss the importance of spatial continuity in filmmaking.
Or
(b) Explain the purpose of the 30-degree rule in film editing.

15. (a) Give a brief note the different types of scripts.

Or

(b) Mention the different types of characters.

Part C

(5 × 8 = 40)

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

16. (a) Is film a medium of mass communication? Describe with examples.

Or

(b) Analyze any recent film of your choice in the semiotic perspective.

17. (a) Discuss the different types of film forms in detail.

Or

(b) Delineate any six genres of film with examples.

18. (a) Discuss montage and continuity editing techniques of film editing with appropriate examples from films.

Or

(b) Discuss the key properties of cinematography that contribute to visual storytelling in a film.

19. (a) Explain the differences between linear and non-linear continuity in detail.

Or

(b) How does the use of real-time vs. manipulated time in film affect audience perception? Discuss with examples.

20. (a) Analyze the importance of three-act structure in screenwriting and its role in storytelling.

Or

(b) Discuss the challenges of film budgeting and how filmmakers manage production costs effectively.

C-6225

Sub. Code

83634

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Visual Media

EDITING TECHNIQUES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Ideological Montage is mainly used to _____.
 - (a) Improve pacing in action sequences
 - (b) Convey a political or philosophical idea
 - (c) Create a dream-like effect
 - (d) Introduce a non-linear storyline

2. A video codec is responsible for _____.
 - (a) Synchronizing animations
 - (b) Enhancing sound clarity
 - (c) Compressing and decompressing
 - (d) Adjusting aspect ratio

3. 3D tracking in After Effects is used for
 - (a) Editing dialogue in post-production
 - (b) Enhancing sound quality
 - (c) Adjusting contrast and brightness
 - (d) Placing objects within a moving scene realistically

4. Overlay editing in non-linear editing refers to
- (a) Replacing an existing clip with a new one at the same timeline position
 - (b) Synchronizing an additional audio track with the video
 - (c) Inserting a new clip between two existing clips without affecting timing
 - (d) Adjusting video speed while maintaining smooth playback
5. A classic example of parallel editing is _____.
- (a) A single character shown from multiple camera angles
 - (b) A conversation between two people in the same room
 - (c) A chase scene where action cuts between pursuer and the one being chased
 - (d) A montage sequence showing the passage of time
6. The 180-degree rule in cinematography helps to
- (a) Maintain spatial orientation between characters in a scene
 - (b) Set proper exposure levels in outdoor shooting
 - (c) Balance the white levels in a multi-camera setup
 - (d) Ensure equal brightness across all frames in editing

7. The transition commonly used for a smooth visual shift between scenes is _____.
- (a) Jump Cut
 - (b) Wipe Transition
 - (c) Cross Dissolve
 - (d) Smash Cut
8. Animation presets can be commonly used _____.
- (a) Only in video editing software
 - (b) Only for adding sound effects
 - (c) Only in text, images, and objects for motion effect
 - (d) Only in 3D modeling
9. The primary function of an audio mixing console is to
- (a) Adjust and balance multiple sound inputs
 - (b) Edit and sequence multiple audio tracks in post-production
 - (c) Convert analog audio signals into digital format
 - (d) Apply reverb and special effects to enhance audio quality
10. The microphone best suited for capturing sound from a single direction while minimizing background noise is _____.
- (a) Omnidirectional Microphone
 - (b) Cardioid Microphone
 - (c) Bidirectional Microphone
 - (d) Boundary Microphone

Part B

(5 × 5 = 25)

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

11. (a) Mention the differences between montage editing and continuity editing.

Or

- (b) Write a brief note on Technical Montage.

12. (a) Mention the key components of a video editing interface.

Or

- (b) Differentiate between overlay edit and insert edit in non-linear editing.

13. (a) Brief on any two common compositing techniques used in filmmaking.

Or

- (b) Differentiate between 2D tracking and 3D tracking in video compositing.

14. (a) Explain the concept of shot-reverse shot and its application.

Or

- (b) Discuss how constructive editing manipulate time and space in a film.

15. (a) Write a short note on film dubbing.

Or

- (b) Mention the different types of sound formats.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on the different types of editing techniques for film.

Or

- (b) Explain the various types of montage in detail.

17. (a) Explain the concept and the key benefits of using of non-destructive editing in video production.

Or

- (b) Write in detail about the functions of the timeline in non-linear editing.

18. (a) Describe the process of 3D camera tracking in post-production.

Or

- (b) “Animation presets improve workflow efficiency in motion graphics”-Discuss with examples.

19. (a) Describe different types of transitions used in video editing with examples.

Or

- (b) Explain the different types of composition used in visual storytelling.

20. (a) Write a detailed note on the different types of microphones.

Or

(b) Explain how special effects are created using different audio processing techniques.

C-6226

Sub. Code

83636

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Third Semester

Visual Media

ADVERTISING AND PR

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is NOT a constituent of advertising.
 - (a) Message
 - (b) Branding
 - (c) Media
 - (d) Market segmentation
2. The Hierarchy of Effects Model was developed by
 - (a) AIDA
 - (b) Kotler
 - (c) Lavidge and Steiner
 - (d) Maslow
3. The teaser campaign strategy is mainly used for
 - (a) Creating curiosity before product launch
 - (b) Market expansion
 - (c) Brand loyalty
 - (d) Pricing decisions

4. An advertising agency that provides end-to-end services, from creative to media buying, is called:
- (a) Boutique agency
 - (b) In-house agency
 - (c) Media-buying agency
 - (d) Full-service agency
5. _____ is an example of a rational appeal in advertising.
- (a) Celebrity endorsements
 - (b) Price comparisons
 - (c) Emotional storytelling
 - (d) Humor-based ads
6. _____ is considered most cost-effective for small-scale businesses.
- (a) Television advertising
 - (b) Print media
 - (c) Social media advertising
 - (d) Billboard advertising
7. Public relations primarily focus on managing _____.
- (a) Brand image and reputation
 - (b) Paid advertisements
 - (c) Sales promotions
 - (d) Distribution channels
8. A house journal is a tool used for PR that primarily targets:
- (a) Employees
 - (b) Investors
 - (c) Consumers
 - (d) Competitors

9. The concept of “Agenda Setting” in PR refers to _____.
- (a) Creating persuasive ad copies
 - (b) Controlling what topics the media covers
 - (c) Planning marketing budgets
 - (d) Engaging in celebrity endorsements
10. One key function of public relations is
- (a) Developing ad copies
 - (b) Conducting market research
 - (c) Maintaining media relations
 - (d) Setting product pricing

Part B

(5 × 5 = 25)

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

11. (a) Explain the relevance of advertising in today’s market.

Or

- (b) Discuss the socioeconomic effects of advertising.

12. (a) Compare and contrast different types of advertising agencies.

Or

- (b) Write a brief note on the different types of campaigns.

13. (a) Brief on the elements of an effective print advertisement.

Or

- (b) Analyse the significance of visuals in advertising.

14. (a) Mention the basic elements of Public Relations.

Or

- (b) Public Relation is increasingly becoming a Management function. Discuss.

15. (a) Write a brief note on the types of publicity.

Or

(b) Explain the role of media relations in PR.

Part C (5 × 8 = 40)

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

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

Or

(b) Analyze the impact of advertising in the global marketing context.

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

Or

(b) Explain the role of the Advertising Standards Council and its impact on the industry.

18. (a) Analyze different media platforms used in advertising and compare their effectiveness.

Or

(b) Explain the procedure and techniques involved in creating an audiovisual commercial.

19. (a) Elaborate on the functions of PR in detail.

Or

(b) Explain the evolution of Public Relations as a profession.

20. (a) Explain with examples the various tools used in Public Relations.

Or

(b) Do you think new communication technology can be helpful for Public Relation exercise? Discuss with examples.

C-6227

Sub. Code

83643

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fourth Semester

Visual Media

AUDIO AND VIDEO PRODUCTION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Advertising lacks _____.
(a) Direct Feedback (b) Market
(c) Power Signal (d) Analog Signal
2. A Short Form of a TV program is called _____.
(a) Pod Buster
(b) Portfolio
(c) Proportion
(d) Pictograph
3. _____ reduces or modifies the intensity of Light and Color
(a) Prime lens
(b) Zoom Lens
(c) ND
(d) None

4. CRT _____.
- (a) Cathode Ray Tube
 - (b) Camera rolling Tube
 - (c) Common ray tube
 - (d) Cathode ray transmission
5. _____ is the primary and brightest light source in the three-point lighting setup
- (a) Rim Light
 - (b) Back Light
 - (c) Fill Light
 - (d) Key Light
6. _____ is photosynthetic active radiation
- (a) PAR
 - (b) HMI
 - (c) LED
 - (d) Tungsten
7. Secondary Color _____.
- (a) CMYK
 - (b) RGB
 - (c) Monochromatic
 - (d) Complementary
8. Primary Color _____.
- (a) CMYK
 - (b) RGB
 - (c) RYB
 - (d) CMY
9. Audio interfaces convert microphone or instrument signals into a _____.
- (a) Analog Signal
 - (b) Digital Signal
 - (c) Video Signal
 - (d) Power Signal
10. _____ is produced due to Vibrations
- (a) Sound
 - (b) Light
 - (c) FX
 - (d) Camera

Part B

(5 × 5 = 25)

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

11. (a) Explain Content affairs Programme.

Or

- (b) Explain Public Service Campaign.

12. (a) Explain types of Cameras Sensor.

Or

- (b) Explain NTSC and PAL.

13. (a) Explain Light Meter.

Or

- (b) Explain LED and Incandescent lamp.

14. (a) What is color filter?

Or

- (b) What is ND filter?

15. (a) What is Sound Design?

Or

- (b) Explain sound effects.

Part C

(5 × 8 = 40)

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

16. (a) Explain TV Serials and Series with example.

Or

- (b) Explain Game show, Music, dance and sports TV program.

17. (a) Draw and Explain Interlaced and Progressive Scanning.

Or

(b) Draw and Explain 3CCD camera working.

18. (a) Explain the difference between color and light.

Or

(b) Draw and Explain Three-point Lighting.

19. (a) Explain types of filters in camera.

Or

(b) Explain Data management and role of cinematographer.

20. (a) Explain capturing clean and clear audio on set.

Or

(b) Explain types of microphones.

C-6228

Sub. Code

83644

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fourth Semester

Visual Media

MARKETING STUDIES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Marketing is primarily concerned with the
 - (a) Selling
 - (b) Value
 - (c) Innovation
 - (d) Advertising

2. Customer-centric marketing emphasizes on
 - (a) Short-term gains
 - (b) Market competition
 - (c) Product pricing
 - (d) Long-term relationships

3. The model that explains consumer decision-making as a rational process is known as
 - (a) Economic model
 - (b) Psychological model
 - (c) Socio cultural model
 - (d) Behavioral model

4. A _____ is a group of people with shared value systems based on common life experiences and situations.
- (a) culture (b) subculture
(c) lifestyle composite (d) social class
5. The characteristic of qualitative market research is that _____
- (a) It focuses on numerical data and statistical analysis
(b) It uses structured surveys with fixed response options
(c) It primarily involves secondary data analysis
(d) It involves in-depth interviews and open-ended questions
6. The data collection method best suited for gathering detailed insights through face-to-face interactions with respondents is
- (a) Focus groups
(b) Observational research
(c) Telephone surveys
(d) Online questionnaires
7. Which of the following is NOT one of the 4Ps of the marketing mix?
- (a) Product (b) Price
(c) Promotion (d) Profit
8. _____ tools of IMC is focused on building long-term relationships with customers through personalized communication
- (a) Public relations (b) Direct marketing
(c) Sales promotion (d) Sponsorship
9. _____ is a key component of Supply Chain Management.
- (a) Product development
(b) Advertising and promotion
(c) Procurement and sourcing
(d) Customer relationship management

10. SEO stand for _____ in digital marketing.
- (a) Social Engagement Optimization
 - (b) Strategic E-commerce Optimization
 - (c) Search Engine Optimization
 - (d) Systematic Email Outreach

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of customer-centric marketing and its significance.
- Or
- (b) Differentiate between marketing and selling.
12. (a) List down the psychological factors influencing consumer behavior.
- Or
- (b) Explain the process of segmentation and its importance in marketing.
13. (a) Compare qualitative and quantitative market research.
- Or
- (b) Write a note on the importance of analyzing market trends for strategic decision-making.
14. (a) Describe the role of distribution channels in the marketing mix.
- Or
- (b) Discuss the factors that influence pricing strategies in marketing.
15. (a) Explain the role of sales promotion in the promotional mix.
- Or
- (b) Mention the advantages and challenges of digital marketing in reaching global audiences.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the importance of understanding the evolution of marketing for modern businesses.

Or

- (b) Write a detailed note on the different types of marketing strategies.

17. (a) Evaluate the stages of the buying decision process and their relevance to marketers.

Or

- (b) Analyse how digitalization has transformed consumer behavior and the buying decision process.

18. (a) Write a detailed note on the various data collection methods and techniques used in market research.

Or

- (b) Analyze the challenges and opportunities associated with conducting market research in a global context.

19. (a) Explain the components of the marketing mix and their interrelationship in details.

Or

- (b) Analyze the impact of integrated marketing communication on brand success.

20. (a) Explore the challenges and opportunities associated with mobile marketing in the digital landscape.

Or

- (b) Discuss the key elements of an effective advertising campaign in detail.

C-6229

Sub. Code

83646

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fourth Semester

Visual Media

MEDIA PSYCHOLOGY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ suggests that long-term exposure to television shapes viewers' perceptions of reality.
 - (a) Social Learning Theory
 - (b) Cultivation Theory
 - (c) Uses and Gratifications Theory
 - (d) Agenda-Setting Theory

2. The process by which distinct media technologies, platforms and content come together to form multifunctional media systems is
 - (a) Media Fragmentation
 - (b) Media Consolidation
 - (c) Media Convergence
 - (d) Media Divergence

3. _____ type of media is most likely to influence cognitive development in children.
- (a) Educational programs
 - (b) Reality TV shows
 - (c) News broadcasts
 - (d) Action movies
4. The psychological concept that explains why people are affected by media violence _____.
- (a) Social comparison theory
 - (b) Observational learning
 - (c) Sensation seeking
 - (d) Cognitive load theory
5. Audience analysis in media consumption primarily focuses on _____.
- (a) Content production
 - (b) Viewer demographics and behavior
 - (c) Advertising revenue
 - (d) Technological trends
6. _____ contributes significantly to compulsive media behavior.
- (a) High self-esteem
 - (b) Social isolation
 - (c) Balanced media consumption
 - (d) Strong family ties

7. _____ is an example of a psychological principle in advertising.
- (a) Scarcity
 - (b) Excessiveness
 - (c) Repetition fatigue
 - (d) Over-explanation
8. _____ of consumer behavior is most influenced by persuasive advertising.
- (a) Impulsive buying
 - (b) Budget-conscious spending
 - (c) Long-term investment
 - (d) Avoiding brands
9. A major ethical consideration in the use of VR in media psychology is.
- (a) The high cost of VR equipment
 - (b) The potential for VR to induce psychological distress
 - (c) The complexity of VR programming
 - (d) The entertainment value of VR
10. _____ media technology is most likely to reshape audience engagement.
- (a) Radio broadcasting
 - (b) Traditional television
 - (c) Printed newspapers
 - (d) Artificial intelligence

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on Agenda-Setting Theory.

Or

- (b) Mention the purpose of using focus groups in media psychology research.

12. (a) Discuss how the “framing effect” influence public opinion according to media psychology.

Or

- (b) Explain the concept of “media desensitization”.

13. (a) Differentiate between a passive audiences and an active audiences.

Or

- (b) Explain the importance of audience analysis in media planning.

14. (a) Explain the principle of reciprocity in persuasion and provide examples.

Or

- (b) Brief the stages of the consumer decision-making process.

15. (a) How can AI be used ethically in media psychology research to avoid bias and ensure fairness?

Or

- (b) Give an account on the potential ethical issues in conducting media psychology research with vulnerable populations.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the Uses and Gratifications Theory in detail.

Or

- (b) Critically analyze the role of mass media in shaping cultural norms and values.

17. (a) Examine the role of desensitization in the relationship between media violence and aggression.

Or

- (b) Explores the psychological processes relating to the consumption of different forms of media.

18. (a) Analyze how does compulsive media behavior affect real-world social interactions and relationships.

Or

- (b) Write a detailed note on the importance of media literacy in today's digital age.

19. (a) Discuss the major ethical issues that arise in media advertising.

Or

- (b) Analyze the effectiveness of emotional appeals in media advertising.
20. (a) Discuss the future directions of media psychology with respect to emerging technologies like AI and VR.

Or

- (b) Analyze the application of media psychology in the design and effectiveness of public health campaigns.
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C-6230

Sub. Code

83651

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Media

DIGITAL MARKETING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is an off-page SEO technique.
 - (a) Keyword optimization
 - (b) Internal linking
 - (c) Blogging
 - (d) Backlinking

2. The process of improving a website's ability to turn visitors into customers or leads is called _____.
 - (a) Search Engine Optimization
 - (b) Pay-Per-Click Advertising
 - (c) Conversion Rate Optimization
 - (d) Social Media Marketing

3. The primary goal of content marketing is _____.
- (a) Direct sales conversion
 - (b) Providing valuable information to users
 - (c) Increasing bounce rate
 - (d) Lowering search engine ranking
4. _____ is credited with coining the term “blog” by breaking “weblog” into “we blog”.
- (a) Peter Merholz (b) Jorn Barger
 - (c) Evan Williams (d) Tim Berners-Lee
5. _____ is NOT a social media platform.
- (a) Facebook (b) LinkedIn
 - (c) Google Analytics (d) Twitter
6. The important aspect of social media marketing is _____.
- (a) Engaging with the audience through content
 - (b) Ignoring negative comments
 - (c) Posting only promotional content
 - (d) Avoiding user interactions
7. _____ is an ethical issue in influencer marketing.
- (a) Overuse of hashtags
 - (b) Not disclosing paid partnerships
 - (c) Posting high-quality content
 - (d) Engaging with followers regularly

8. _____ is an example of User-Generated Content.
- (a) A company's official advertisement
 - (b) A social media post created by customer sharing their experience with a product
 - (c) A press release written by a brand's marketing team
 - (d) A paid influencer campaign with scripted messaging
9. The main purpose of Google Analytics is _____.
- (a) Improving offline branding
 - (b) Tracking website traffic and user behavior
 - (c) Generating viral social media content
 - (d) Managing paid influencers
10. KPI in digital marketing stand for _____.
- (a) Keyword Performance Index
 - (b) Key Performance Indicator
 - (c) Knowledge Processing Integration
 - (d) Keep Posting Insights

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on the benefits and challenges of digital marketing.

Or

- (b) Differentiate between on-page and off-page SEO.

12. (a) Mention the essential elements of a user-friendly website.

Or

(b) Write a short note on the basics of content marketing.

13. (a) List and describe two major social media platforms.

Or

(b) Discuss the importance of social media analytics.

14. (a) Mention the benefits of influencer collaborations for brands.

Or

(b) Brief on the ethical considerations in influencer marketing.

15. (a) Explain the key differences between CPC and CPM in PPC advertising.

Or

(b) Analyse how Google Ads improve campaign efficiency.

Part C

(5 × 8 = 40)

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

16. (a) Explain different types of search engine optimization techniques.

Or

- (b) Discuss the evolution of digital marketing and its impact on businesses.

17. (a) Compare the effectiveness of Facebook Ads and Instagram Ads.

Or

- (b) Write a detailed note on the factors that influence social media engagement.

18. (a) Compare organic and paid social media strategies.

Or

- (b) Explain how social media engagement boosts brand awareness.

19. (a) Explain the role of user-generated content in branding.

Or

- (b) Analyse in detail how influencer marketing strategies differ for small and large businesses.

20. (a) Explain the key characteristics of well - defined KPI's and their role in measuring business.

Or

- (b) Analyse how conversion tracking help improve PPC campaign results.
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