

C-6716

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What is one of the main objectives of communication?
 - (a) To confuse the audience
 - (b) To convey a message clearly and effectively
 - (c) To avoid interaction with others
 - (d) To eliminate all types technology

2. Which of the following is an example of visual communication?
 - (a) A telephone conversation
 - (b) A podcast
 - (c) A television advertisement
 - (d) A printed novel

3. Which level of communication focuses on the technical aspects, such as the channel and medium used?
- (a) Technical (b) Semantic
(c) Pragmatic (d) Connotative
4. What is “connotation”?
- (a) The process of decoding a message
(b) The technical level of communication
(c) A formal method of communication
(d) The emotional or cultural meaning associated with a word beyond its literal definition
5. Which of the following is an example of digital media?
- (a) Television
(b) Radio broadcasts
(c) Social media platforms like Instagram or YouTube
(d) Newspaper articles
6. What is mass media?
- (a) A form of personal communication between two individuals
(b) Media designed to reach and influence a large audience
(c) Communication restricted to a specific group
(d) A type of face-to-face communication
7. What is the term for a visual trick where the eyes perceive something differently than it is in reality?
- (a) Color harmony (b) Visual hierarchy
(c) Optical illusion (d) Gestalt effect

8. Which principle of Gestalt theory states that elements close to each other are perceived as part of the same group?
- (a) Similarity (b) Proximity
(c) Continuity (d) Closure
9. What is the first stage of the design process?
- (a) Implementation
(b) Decision-making
(c) Problem identification
(d) Analysis
10. What does 3-D visuals primarily aim to achieve in visual communication?
- (a) Display flat, two-dimensional images
(b) Create depth and realism in visual representation
(c) Simplify complex designs into basic shapes
(d) Reduce the need for color in designs

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of visual communication in today's digital age.

Or

- (b) Analyze the role of feedback in the communication process. Why is it critical for ensuring that the message is effectively understood?

12. (a) Explain the process of communication from the sender to the receiver.

Or

- (b) Discuss the factors that influence how meaning is constructed and interpreted by the receiver.
13. (a) Discuss the primary functions of mass communication.

Or

- (b) How does mass media contribute to the spread of misinformation or propaganda? Discuss strategies to counteract these challenges.
14. (a) Discuss the role of visual hierarchy in design.

Or

- (b) Analyze how visual illusions can challenge perceptions and enhance creativity in design.
15. (a) Discuss the core principles of visual design, such as balance, contrast, alignment, and proximity. How do these principles enhance communication?

Or

- (b) Analyze the role of decision-making in the design process. How can designers ensure their decisions align with project goals and audience needs?

Part C

(5 × 8 = 40)

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

16. (a) Differentiate between verbal, non-verbal, and visual communication. Provide examples of how each type is used effectively in various scenarios.

Or

- (b) Describe the SMCR model of communication in detail. How does this model explain the interaction between sender, message, channel, and receiver?
17. (a) Analyze how cultural differences in communication codes can lead to misunderstandings. Provide examples of how such challenges can be addressed in global or multicultural settings.

Or

- (b) Discuss the semantic level of communication. Why is understanding the meaning of symbols, words, and gestures crucial for effective communication?
18. (a) Evaluate the role of digital media in creating participatory communication.

Or

- (b) Define public relations and its role in mass communication. How does it contribute to building and maintaining a brand's image?
19. (a) Examine the principle of figure-ground in Gestalt theory. How can designers use this concept to create engaging and effective visuals?

Or

- (b) Explain the steps involved in the design process, from idea generation to execution. Highlight the importance of iterative refinement.

20. (a) How is visual communication used in advertising and branding to influence consumer behavior? Provide examples of successful campaigns.

Or

- (b) Explain the impact of 3-D visuals and animation in modern visual communication. How do they enhance user experiences across different industries?
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C-6717

Sub. Code

96715

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Which of the following is an input device?
 - (a) Printer
 - (b) Monitor
 - (c) Keyboard
 - (d) Speaker

2. What is the primary purpose of an output device in a computer system?
 - (a) To process data into information
 - (b) To display or present information to the user
 - (c) To store data permanently
 - (d) To transfer data between devices

3. Which of the following storage options is the most reliable for long-term data preservation?
 - (a) Random Access Memory (RAM)
 - (b) Hard Disk Drive (HDD)
 - (c) Read-Only Memory (ROM)
 - (d) Dynamic Disk (DD)

4. Which MS Office tool would you use to analyze numerical data and create charts?
 - (a) MS Word
 - (b) MS Excel
 - (c) MS PowerPoint
 - (d) MS Access

5. Which type of computer network would you set up in a single office building?
 - (a) LAN
 - (b) WAN
 - (c) MAN
 - (d) PAN

6. What does the acronym WWW stand for?
 - (a) Wide Web Window
 - (b) World Wide Web
 - (c) Wireless Web Wave
 - (d) Web Work World

7. Which file format would you recommend for a transparent background in web design?
 - (a) PEG
 - (b) RAW
 - (c) PNG
 - (d) TIFF

8. What does PPI stand for in the context of image resolution?
- (a) Pixels Per Inch
 - (b) Points Per Image
 - (c) Picture Pixels Information
 - (d) Pixels Per Intensity
9. Which of the following tools is the most effective for creating detailed pixel-based artwork?
- (a) Photoshop
 - (b) CorelDRAW
 - (c) InDesign
 - (d) After Effects
10. Which technique would you use to adjust the tonal range of an image in Photoshop?
- (a) Curves
 - (b) Hue and Saturation
 - (c) Colour Balance
 - (d) Levels

Part B

(5 × 5 = 25)

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

11. (a) List and describe the primary functionalities of a computer system.

Or

- (b) Illustrate how a computer system can be set up for a multimedia project, specifying the required hardware and software.

12. (a) Discuss the role of RAM and ROM in computer memory architecture, highlighting their differences and importance.

Or

- (b) Analyze the key differences between a laptop and a workstation in terms of hardware specifications and use cases.
13. (a) Describe the key differences between a web browser and a search engine.

Or

- (b) Explain how RGB and CMYK color modes are applied in digital and print design, giving specific examples.
14. (a) Define computer graphics and describe its role in various industries such as gaming, film, and design.

Or

- (b) Explain how lossy and lossless compression methods can be applied to optimize file size while balancing image quality.
15. (a) List the primary differences between pixel design and vector design with examples of their applications.

Or

- (b) Explain how the Brightness/Contrast adjustment tool affects an image and when it should be used.

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast the functionalities of a high-performance computer and a standard office computer for multimedia tasks.

Or

- (b) Evaluate the impact of advanced input devices, such as graphic tablets and VR controllers, on the multimedia industry.

17. (a) Assess the benefits and limitations of using MS PowerPoint for creating business presentations.

Or

- (b) Identify the various types of computer viruses and briefly describe their modes of operation.

18. (a) Discuss how search engines index and retrieve web pages to provide search results.

Or

- (b) Design a simple conceptual diagram that demonstrates the interaction between a web browser, web pages, and the WWW.

19. (a) Analyze the advantages and disadvantages of vector graphics in the context of logo design and digital illustration.

Or

- (b) Assess the impact of image compression on the quality of digital graphics, providing examples of when to use lossy or lossless compression.

20. (a) Explain the steps to create a simple vector graphic logo in CorelDRAW, outlining its key tools and techniques.

Or

- (b) List the advantages and disadvantages of using InDesign for designing multi-page documents, such as magazines or brochures.
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C-6718

Sub. Code

96723

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Second Semester

Visual Communication

PHOTO JOURNALISM

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Pick the type of lens is best for close-up photography.
(a) Telephoto (b) Wide-angle
(c) Zoom (d) Macro
2. Choose the type of light is often used for portrait photography.
(a) Backlight (b) Fill light
(c) Key light (d) Ambient light
3. Infer the shutter speed setting is best for capturing fast-moving subjects.
(a) 1/30 (b) 1/1000
(c) 1/250 (d) 1/60
4. Interpret the effect of a wide-angle lens on the field of view.
(a) Widens the view
(b) Narrows the view
(c) Sharpens the image
(d) Distorts the image

5. Pick the type of photography that is characterized by capturing spontaneous moments
 - (a) Documentary photography
 - (b) Advertising photography
 - (c) Portrait photography
 - (d) Architectural photography
6. Judge the primary focus of architectural photography
 - (a) Portraits of people
 - (b) Buildings and structures
 - (c) Close-ups of objects
 - (d) Wildlife in their habitats
7. Judge the importance of communicating with the desk in a newsroom
 - (a) Camera settings
 - (b) Lens selection
 - (c) Communicating with the desk
 - (d) Editing techniques
8. Name the primary goal of a photojournalist
 - (a) To design graphics
 - (b) To edit photos
 - (c) To create abstract artistic compositions
 - (d) To tell a visual story
9. Tell the primary goal of photojournalism ethics
 - (a) To ensure truthful representation
 - (b) To enhance photo quality
 - (c) To increase photo sales
 - (d) To improve editing techniques

10. Interpret the significance of writing captions in photojournalism
- (a) To enhance visual quality
 - (b) To provide context
 - (c) To edit photos
 - (d) To capture attention

Part B

(5 × 5 = 25)

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

11. (a) Describe the different types of camera lenses and their uses.

Or

- (b) Explain the usage of various types of lights in photography.

12. (a) Describe the different types of picture formats and their uses.

Or

- (b) Explain the role of focal length in determining the composition of a photograph.

13. (a) Discuss the importance of environmental photography in raising awareness about ecological issues.

Or

- (b) Explain the techniques used in still photography to create a sense of motion.

14. (a) Analyze the different types of news stories and their corresponding writing styles.

Or

- (b) Evaluate the importance of developing an eye for news photos.

15. (a) Evaluate the process of planning a photoshoot, including studio, location, set props, and casting.

Or

- (b) Discuss the principles of visual storytelling in advertising photography.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the types and uses of flash in photography.

Or

- (b) Explain the various types of tripods and their specific uses in different photography scenarios.

17. (a) Discuss the importance of the rule of thirds in creating balanced images.

Or

- (b) Explain how the angle of view affects the perception of a photograph.

18. (a) Discuss the importance of advertising photography in the commercial industry.

Or

- (b) Explain the significance of human interest and social photographs in journalism.

19. (a) Explain the significance of communicating effectively within a newsroom.

Or

- (b) Evaluate the role of photojournalists in modern news media.

20. (a) Evaluate the role of photo-essays in storytelling.

Or

- (b) Explain the importance of planning a shoot, including the selection of location, props and models.

C-6719

Sub. Code

96725

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Judge the definition of mass media.
 - (a) Large-scale communication
 - (b) Small group communication
 - (c) Personal communication
 - (d) Face-to-face communication
2. Choose the following that is considered a form of mass media
 - (a) Personal diary
 - (b) Television
 - (c) Email
 - (d) Telephone
3. Judge the effect of digital technologies on mass media.
 - (a) No effect
 - (b) Modifying
 - (c) Reducing
 - (d) Eliminating 1/60

4. Interpret the one that is NOT a factor in media technologies.
 - (a) Digital age
 - (b) Gender
 - (c) Caste
 - (d) Community
5. What does a media text refer to?
 - (a) Any media content
 - (b) Written language
 - (c) Verbal communication
 - (d) Non-verbal communication
6. Infer, that influences the meaning of a media text
 - (a) Text format
 - (b) Context
 - (c) Text length
 - (d) Text color
7. Predict, globalization of media lead to
 - (a) Global flows of communication
 - (b) Regional isolation
 - (c) Decreased communication
 - (d) Reduced media influence
8. The meaning of global genres
 - (a) Local news types
 - (b) Media formats popular worldwide
 - (c) Regional music styles
 - (d) Specific film categories
9. What is propaganda?
 - (a) Advertising
 - (b) Objective information techniques
 - (c) News reporting
 - (d) Biased information to influence opinions
10. Judge, the media consumerism promotes.
 - (a) Saving
 - (b) Sustainability
 - (c) Neutrality
 - (d) Consumption

Part B

(5 × 5 = 25)

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

11. (a) Describe how the development of mass communication has influenced society.

Or

- (b) Define mass media and give examples.

12. (a) Explain how gender and caste differences influence media.

Or

- (b) Describe the basic concepts of sociology.

13. (a) Describe how context influences the meaning of media texts.

Or

- (b) Discuss the types of media texts.

14. (a) Explain what is meant by global genres and global audiences.

Or

- (b) Describe the impact of globalization on media.

15. (a) Describe how media influences popular culture.

Or

- (b) Discuss the concept of media consumerism.

Part C

(5 × 8 = 40)

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

16. (a) Explain the definition of mass media and its role in modern society.

Or

- (b) Evaluate the impact of mass media on societal development.

17. (a) Explain the concept of Technological Determinism and its implications for media.

Or

- (b) Evaluate the role of media technologies in the digital age.

18. (a) Explain how media texts and contexts interact to create meaning.

Or

- (b) Evaluate the differences between active and passive media audiences.

19. (a) Explain the concept of global genres and their appeal to global audiences.

Or

- (b) Evaluate the influence of globalization on media communication.

20. (a) Explain the relationship between media, politics and consumerism.

Or

- (b) Evaluate the role of media in shaping popular culture.

C-6720

Sub. Code

96733

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Which of the following would you do first when structuring an article?
 - (a) Proofread the content
 - (b) Develop original ideas
 - (c) Write the conclusion
 - (d) Edit for grammar

2. Which of the following is an example of a grammatical rule?
 - (a) Using complex sentences to convey ideas
 - (b) Always starting a sentence with a conjunction
 - (c) Subject-verb agreement
 - (d) Writing in passive voice

3. Which method would you use to write a feature article for a niche magazine?
- (a) Focus on providing detailed historical context
 - (b) Use a brief, news-style format with a catchy headline
 - (c) Limit the use of images and focus only on text
 - (d) Write using an engaging, in depth approach that appeals to a specific audience
4. You are tasked with writing an advertorial for a new product. What should be the main focus of your writing?
- (a) Informing the audience about product features in an unbiased manner
 - (b) Writing in an informal, conversational tone while promoting the product subtly
 - (c) Persuading the reader to purchase the product through a direct, promotional tone
 - (d) Providing detailed statistics and data to prove the product's effectiveness
5. Which of the following is a common feature of most radio script formats?
- (a) Scripts are written in long paragraphs without punctuation
 - (b) Scripts include visual descriptions for the audience
 - (c) The dialogue is written in a conversational tone with designated cues for sound effects and pauses
 - (d) Scripts include detailed instructions for camera angles

6. What is the primary purpose of a radio jingle?
- (a) To provide detailed information about a product
 - (b) To provide background music for a radio drama
 - (c) To quickly capture the listener's attention and create brand recognition through catchy music and lyrics
 - (d) To convey complex emotional stories
7. When scripting for a feature film, which element should be emphasized to create dramatic tension?
- (a) Lengthy character monologues
 - (b) Minimal use of dialogue and heavy reliance on background music
 - (c) Extensive background information about secondary characters
 - (d) Visual storytelling through camera angles and close-ups
8. Which of the following is a key characteristic of television writing?
- (a) A focus on visual imagery rather than dialogue
 - (b) Fast-paced dialogue and action to maintain viewer engagement
 - (c) Detailed descriptions of the setting and characters
 - (d) Minimal use of sound and music
9. Which is keyword research important for writing for Search Engine Optimization (SEO)?
- (a) Keywords help to increase the length of an article
 - (b) Keywords are not important in modern SEO practices
 - (c) Keywords help web content rank higher in search results, making it more discoverable to users
 - (d) Keywords allow writers to select topics that are trendy and irrelevant to search engines

10. Which of the following is an example of technical writing for a website?
- (a) An FAQ page explaining how to troubleshoot technical issues with a software product
 - (b) A blog post about travel tips
 - (c) A social media post promoting a new product
 - (d) A feature article on fashion trends

Part B

(5 × 5 = 25)

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

11. (a) Explain the principle of brevity in writing and how it contributes to effective communication in different types of media.

Or

- (b) Illustrate the process of structuring a persuasive essay, focusing on introduction, body paragraphs, and conclusion.

12. (a) Explain the role of audience analysis in writing for niche magazines and how it affects the content and tone of the writing.

Or

- (b) Describe how you would approach writing a feature article for a niche magazine, including steps for developing ideas and structuring the article.

13. (a) Discuss the format of a typical radio script. How do different elements of the script contribute to the overall production of a radio program?

Or

- (b) Examine the role of sound effects in writing for radio.

14. (a) List the common principles and methods used in scriptwriting for both television and films.

Or

- (b) Explain the concept of “film language” in the context of scriptwriting.
15. (a) Describe the differences between content creation and content curation. How do both contribute to writing for new media?

Or

- (b) Explain how writing for the web differs from traditional print media.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the differences between editing and proofreading, and explain how each process contributes to the quality of writing.

Or

- (b) Describe how technological tools like word processors or style guides can support the writing and editing process.
17. (a) Compare and contrast writing for brochures and writing for print ads, focusing on their goals, structures, and writing techniques.

Or

- (b) Describe the basic rules of writing for print ads, and explain how these rules help to create effective advertisements.

18. (a) Assess the effectiveness of radio jingles in advertising.

Or

- (b) Discuss how writing for different types of radio programs. What are the key differences in tone, language, and structure?
19. (a) Compare the role of dialogue and visual elements in a film script.

Or

- (b) Create a short scene for a television drama, demonstrating character conflict and emotional development.
20. (a) Develop a technical writing piece explaining how to set up a new account on a social media platform. Include step-by-step instructions and potential troubleshooting tips for users.

Or

- (b) List and describe at least four different types of online articles that writers can create for the web. Provide an example for each type.
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C-6721

Sub. Code

96734

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Visual Communication

PRINTING AND PUBLICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. If you wanted to print a large number of posters with a complex, multi-colored design, which printing process would be most efficient?
 - (a) Letterpress
 - (b) Flexography
 - (c) Silk screen printing
 - (d) Gravure printing

2. Which of the following printing processes is most suitable for high-quality, high-volume printing of fine details in photographs and illustrations?
 - (a) Flexography
 - (b) Offset printing
 - (c) Gravure printing
 - (d) Letterpress printing

3. What is the purpose of typography in print media?
- (a) To adjust the colour separation process
 - (b) To replace the use of images and illustrations
 - (c) To determine the layout and arrangement of text
 - (d) To improve the colour reproduction
4. In a publication that uses exclusive coverage, which of the following elements would most likely enhance the content?
- (a) The use of smaller font sizes
 - (b) Detailed colour reproduction and illustrations to support the text
 - (c) A focus on using only text without pictures
 - (d) Limiting the number of articles on each topic
5. You are designing a book layout and need to ensure that each chapter starts on a new page. What principle of publication design are you applying?
- (a) Balance
 - (b) Alignment
 - (c) Consistency
 - (d) Proximity
6. Which of the following layout types would be most effective for a catalogue showcasing a variety of products with their descriptions?
- (a) Magazine layout
 - (b) Book layout
 - (c) Brochure layout
 - (d) Catalogue layout
7. If the printing process is producing a low-quality reproduction of pictures and illustrations, what should you adjust to improve the outcome?
- (a) Increase the volume of print
 - (b) Change the ink type
 - (c) Adjust the paper quality
 - (d) Reduce the press speed

8. In printing, what is the primary factor that affects the overall cost of production?
- (a) Paper quality
 - (b) Printing process
 - (c) Press organization
 - (d) Volume of print
9. If you were designing a cover page for a fashion magazine, how would you apply spacing techniques to ensure a clean and attractive layout?
- (a) By using tight spacing between all elements
 - (b) By placing all text and images in a small area
 - (c) By using ample white space and ensuring the layout is uncluttered
 - (d) By overcrowding the page to draw attention
10. In the context of graphic design, how does the choice of spacing affect the overall readability and user experience of a publication?
- (a) Tight spacing always enhances readability
 - (b) Proper spacing allows the viewer to navigate the content easily, improving readability
 - (c) More spacing means less content on the page
 - (d) Spacing does not affect readability at all

Part B

(5 × 5 = 25)

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

11. (a) List and briefly explain the types of printing processes used in modern printing technology.

Or

- (b) Explain the process of intaglio printing.

12. (a) What is the purpose of colour separation in the printing process? Provide an overview of how it affects the final printed output.

Or

- (b) List and describe the different types of content variety found in print media. How does space availability affect this content variety?
13. (a) Identify and explain the basic components involved in creating a layout for a publication.

Or

- (b) Explain the relationship between typography and communication in publication design.
14. (a) Describe the purpose of a dummy in the pre-press stage.

Or

- (b) What are the different types of paper used in printing? Provide examples of how each paper type is suited to specific printing jobs.
15. (a) Explain the different spacing techniques used in graphic design. How do these techniques affect the readability and aesthetic of a publication?

Or

- (b) What role does spacing play in creating a successful publication layout? Discuss how proper spacing can enhance both visual appeal and content delivery.

Part C

(5 × 8 = 40)

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

16. (a) Analyze the advantages and disadvantages of using offset printing compared to letterpress.

Or

- (b) Compare and contrast the use of flexography and gravure printing for packaging design.

17. (a) Compare and contrast the use of pictures and illustrations in print media. What are their respective roles in enhancing content and engaging readers?

Or

- (b) Analyze the significance of using both typography and images in achieving a balanced, professional print layout.

18. (a) Compare the differences in layout strategies for a magazine and a brochure.

Or

- (b) Evaluate the effectiveness of using information graphics, such as charts and tables, in communicating complex information.

19. (a) How does the choice of ink impact the printing process, particularly in the reproduction of text, pictures and illustrations? Discuss the considerations for selecting the right ink for specific printing needs.

Or

- (b) Examine the role of printing press organization and structure in the efficiency of the printing process. How does the internal organization of a printing press affect production timelines, quality control and cost management?

20. (a) Explain how the recent developments in printing processes, such as digital printing, have influenced the publishing industry in India. What are the benefits and drawbacks of these trends?

Or

- (b) Analyze the relationship between design principles and the effectiveness of a publication's cover page. How does the combination of various principles (such as alignment, balance and contrast) impact the perception of a publication?
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C-6722

Sub. Code

96736

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Third Semester

Visual Communication

VIDEO EDITING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary responsibility of an editor is _____.
 - (a) Choosing camera equipment
 - (b) Shaping the narrative of the story
 - (c) Designing sound effects
 - (d) Directing actors

2. _____ is NOT an essential material to start an editing project.
 - (a) Raw footage
 - (b) Editing software
 - (c) Music playlist
 - (d) Script notes

3. _____ rule ensures smooth continuity in a scene.
 - (a) Rule of thirds
 - (b) Rule of proximity
 - (c) Golden ratio
 - (d) 180-degree rule

4. A low angle shot commonly used to convey is _____.
 - (a) Vulnerability
 - (b) Confusion
 - (c) Power of dominance
 - (d) Neutrality

5. _____ genre often uses fast-paced editing and dynamic cuts.
- (a) Comedy (b) Drama
(c) Action (d) Thriller
6. The purpose of an insert shot is _____.
- (a) To show a close-up detail relevant to the story
(b) To extend the runtime of a scene
(c) To add special effects
(d) To establish the setting
7. _____ is NOT part of sound editing.
- (a) Dialogue recording
(b) Adding visual effects
(c) SFX (special sound effects)
(d) Background music
8. SFX (Special Sound Effects) are primarily used to
- (a) Enhance the emotional impact of scenes
(b) Improve dialogue clarity
(c) Simplify the editing process
(d) Reduce background noise
9. The purpose of XML in DI is _____.
- (a) Rendering videos faster
(b) Adding transitions
(c) Storing and sharing editing data
(d) Recording sound
10. _____ is commonly used to signify a passage of time.
- (a) Crossfade (b) Jump cut
(c) Wipe (d) Dissolve

Part B

(5 × 5 = 25)

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

11. (a) Define online editing and explain its role in the post-production process.

Or

- (b) Differentiate between offline and online editing, providing examples of each.

12. (a) Discuss the psychological impact of different types of shots, such as low-angle and distorted shots.

Or

- (b) What factors affect match cuts and smooth continuity in editing?

13. (a) How does editing differ across genres like comedy and horror?

Or

- (b) What is the role of inserts in storytelling, and how are they used in editing?

14. (a) Outline the importance of background music (BGM).

Or

- (b) How does sound editing contribute to the emotional impact of a scene?

15. (a) Explain the role of XML files in the DI (Digital Intermediate) process.

Or

- (b) Describe the steps involved in the rendering and conformist practices.

Part C

(5 × 8 = 40)

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

16. (a) Discuss in detail the editor's responsibilities and their role in shaping the narrative structure of a film.

Or

- (b) Explain how the development of digital editing technology has changed the traditional editing process.

17. (a) Summarize the psychological impact of various camera angles (low-angle, high-angle, distorted, etc.)

Or

- (b) Explain the significance of match cuts, and eye-line matching in ensuring smooth continuity in editing.

18. (a) Outline the differences between cross-cutting, parallel cutting, and inter-cutting.

Or

- (b) Analyze the role of inserts in film editing. How do they contribute to the story's flow and visual narrative?

19. (a) Discuss the importance of dialogue recording, dubbing, and sound effects (SFX) in post-production.

Or

- (b) Summarize the relationship between sound design and visual editing in creating a cohesive cinematic experience.

20. (a) Discuss the importance of the Edit Decision List (EDL) in the editing and DI workflow.

Or

- (b) Analyze the significance of conformist practices and output rendering in delivering a polished final cut of a film.

C-6723

Sub. Code

96743

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fourth Semester

Visual Communication

COMMUNICATION THEORIES AND CONCEPTS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following communication models is known for its linear nature, focusing on the sender and message?
 - (a) Shannon and Weaver Model
 - (b) Schramm's Model
 - (c) Berlo's SMCR Model
 - (d) Dance's Helix Model

2. Schramm's Model of Communication introduced the concept of:
 - (a) Noise in communication
 - (b) Encoding and decoding
 - (c) The communication spiral
 - (d) Feedback in communication

3. Which stage of the creative process involves generating a large number of ideas without evaluating them?
 - (a) Preparation
 - (b) Incubation
 - (c) Illumination
 - (d) Brainstorming

4. Which of the following is a common technique used in the ideation phase of creative thinking?
 - (a) Mind mapping
 - (b) SWOT analysis
 - (c) Root cause analysis
 - (d) PEST analysis

5. In group decision-making, which technique involves all members contributing ideas independently before discussing them collectively?
 - (a) Brainstorming
 - (b) Nominal Group technique
 - (c) Delphi Method
 - (d) Consensus Decision-Making

6. Which of the following is NOT a step in the rational decision-making process?
 - (a) Identifying the problem
 - (b) Generating alternative solutions
 - (c) Ignoring feedback
 - (d) Implementing the decision

7. Chronemics is the study of how communication is affected by
 - (a) Body movement
 - (b) Touch
 - (c) Time
 - (d) Space

8. Paralanguage includes which of the following elements?
- (a) Facial expressions
 - (b) Gestures
 - (c) Pitch, tone, and volume of voice
 - (d) Personal space
9. The Spiral of Silence Theory was proposed by:
- (a) Marshall McLuhan
 - (b) Elisabeth Noelle-Neumann
 - (c) Maxwell McCombs
 - (d) Herbert Gans
10. In Uses and Gratification Theory, which of the following is NOT a commonly identified gratification sought by media users?
- (a) Information
 - (b) Personal Identity
 - (c) Integration and Social Interaction
 - (d) Control and Domination

Part B

(5 × 5 = 25)

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

11. (a) Analyze Berlo's SMCR Model and its application in different communication scenarios.

Or

- (b) Evaluate the challenges faced by media in maintaining neutrality and independence in a democracy.

12. (a) Discuss the role of provocation in lateral thinking and provide an example of how it can be used to generate new ideas.

Or

- (b) Discuss the barriers to creative thinking and suggest strategies to overcome them.

13. (a) Compare and contrast the Linear and Interactive Models of group communication.

Or

- (b) Outline the steps involved in the rational decision-making process and discuss the importance of each step.

14. (a) Analyze the Cognitive Dissonance Theory in the context of public communication. How can a speaker use cognitive dissonance to persuade their audience?

Or

- (b) Analyze the importance of ethos in public communication. How can a speaker establish and enhance their credibility?

15. (a) Describe the core principles of the Spiral of Silence Theory. How does this theory explain the suppression of minority opinions in public discourse?

Or

- (b) Explain the Two-Step Flow Theory and discuss the role of opinion leaders in the communication process.

Part C

(5 × 8 = 40)

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

16. (a) Enumerate and explain the primary functions of mass media in modern society.

Or

- (b) Describe the barriers to communication in developing societies and suggest solutions.

17. (a) Describe the Six Thinking Hats technique and discuss how it can be used to enhance creative thinking.

Or

- (b) Analyze how understanding ulterior transactions can improve interpersonal communication.

18. (a) Discuss the Situational Leadership Model and its application in leading diverse teams.

Or

- (b) Explain the significance of informal communication networks within organizations. How do these networks impact formal communication?

19. (a) Explain the concept of proxemics and its importance in communication. Discuss how personal space varies across cultures and impacts communication.

Or

- (b) Explain the Functional Approach Theory of non-verbal communication. Discuss how non-verbal cues can complement, substitute, or contradict verbal messages.

20. (a) Describe the key assumptions of the uses and Gratification Theory. How does this theory view the role of the audience in the media consumption process?

Or

- (b) Discuss the principles of the Social Responsibility Theory of the press and its relevance in modern democratic societies.
-

C-6724

Sub. Code

96744

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fourth Semester

Visual Communication

TELEVISION PRODUCTION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. When was television introduced for the first time in India?
(a) 1950s (b) 1960s
(c) 1970s (d) 1980s
2. Which was the first television channel to be launched in India?
(a) DD National
(b) Zee TV
(c) Star Plus
(d) Sony Entertainment Television

3. Which type of television program is characterized by a flexible script that allows for improvisation by the actors?
 - (a) Fully Scripted Program
 - (b) Semi-Scripted Program
 - (c) Reality Show
 - (d) Documentary

4. Which stage involves creating a visual representation of each scene, including camera angles and transitions?
 - (a) Treatment
 - (b) Synopsis
 - (c) Storyboard
 - (d) Shooting Script

5. Which type of camera is typically used for live broadcasts and studio productions?
 - (a) DSLR camera
 - (b) Mirrorless camera
 - (c) ENG camera
 - (d) Action camera

6. Which of the following is a basic requirement for setting up a television studio?
 - (a) High-speed internet connection
 - (b) Soundproofing and acoustic treatment
 - (c) Outdoor lighting equipment
 - (d) Basic computer software

7. How is music typically synchronized with video footage in post-production?
 - (a) By adjusting the video resolution
 - (b) By aligning beats and tempo
 - (c) By adjusting camera angles
 - (d) By adding visual effects

8. What is the function of an audio console in a television studio?
 - (a) Video switching
 - (b) Lighting control
 - (c) Audio mixing
 - (d) Camera operation

9. What is the role of costume designers in television production?
 - (a) Choosing the latest fashion trends
 - (b) Creating attire that reflects character personalities and time periods
 - (c) Designing costumes based on crew preferences
 - (d) Sourcing accessories for crew members

10. What is the primary function of title cards in television programs?
 - (a) To list crew members' names at the end of a show
 - (b) To display the title and credits of the program
 - (c) To provide directions to the nearest emergency exit
 - (d) To advertise upcoming episodes

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of Direct-to-Home (DTH) television services. How has DTH transformed television viewing experiences in India?

Or

- (b) Compare and contrast terrestrial, satellite, and cable television broadcasting. What are the advantages and disadvantages of each type of telecasting?

12. (a) Discuss the primary activities involved during the production stage of a television program.

Or

- (b) Discuss the characteristics of a fully scripted program versus a semi-scripted program.

13. (a) Explain the difference between a prime lens and a zoom lens in television production.

Or

- (b) Compare the features of an ENG camera and a studio camera.

14. (a) Discuss the step-by-step process involved in non-linear editing.

Or

- (b) Explain the concept of assembling shots in video editing.

15. (a) Discuss the considerations involved in selecting backdrops for television sets.

Or

- (b) Explain the role of props in television production.

Part C

(5 × 8 = 40)

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

16. (a) Explain the process of television production from pre-production to post-production stages. How does effective coordination among the crew members ensure the quality and timely delivery of television content?

Or

- (b) Identify and discuss the major television broadcasting networks in India. How have these networks diversified their programming to cater to diverse audience preferences?

17. (a) Evaluate the role of effective planning and coordination in successful television program production. What are the challenges faced by production teams in maintaining consistency and creativity throughout the process?

Or

- (b) Explain the importance of quality control and final review in post-production. How does this stage ensure that the program meets production standards and audience expectations?

18. (a) Describe the post-production workflow for integrating green screen footage with background images or video. What software tools and techniques are commonly used for compositing in television editing suites?

Or

- (b) Explain the function of diffusion filters in television lighting. How do diffusion filters soften light and reduce harsh shadows in studio environments?

19. (a) Outline the key components and functions of a PCR (Playback Control Room) in television broadcasting. How does the PCR facilitate live broadcasts and prerecorded content playback?

Or

- (b) Explain the importance of real-time video switching capabilities in broadcasting software. How does real-time switching enhance the production quality and viewer experience during live broadcasts?
20. (a) Discuss the importance of graphic design in television programs.

Or

- (b) Describe the role of animation in enhancing storytelling in television programs.
-

C-6725

Sub. Code

96746

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. What is the primary function of the Track Changes feature in MS word?
 - (a) Automatically correct spelling errors
 - (b) Highlight text in different colors
 - (c) Record and display edits made to a document
 - (d) Insert pre designed tables

2. What does the Animation Pane in MS Power Point allow users to do?
 - (a) Add background music to slides
 - (b) Insert animated GIFs into slides
 - (c) Control the timing and sequencing of slide animations
 - (d) Adjust the slide layout

3. Which technique involves creating smooth transitions between key poses in 2D animation?
 - (a) Rigging
 - (b) Inbetweening
 - (c) Morphing
 - (d) Dynamics

4. What is Adobe Animate primarily used for ?
 - (a) Creating vector graphics
 - (b) Video editing
 - (c) Storyboarding and animatics
 - (d) Audio recording and mixing

5. When would “zooming out” be typically used in animation?
 - (a) To focus on character emotions
 - (b) To transition to the next scene
 - (c) To add special effects
 - (d) To adjust camera angles

6. In digital animation, what is a timeline primarily used for?
 - (a) Adjusting color schemes
 - (b) Managing sound effects
 - (c) Organizing keyframes and inbetweens
 - (d) Planning camera movements

7. In which industry is 3D animation commonly used for architectural visualization and walkthroughs?
- (a) Healthcare
 - (b) Manufacturing
 - (c) Construction
 - (d) Entertainment and media
8. What is a key characteristic of 3D animation compared to 2D animation?
- (a) Frame-by-frame movement
 - (b) Flat, two-dimensional characters
 - (c) Realistic depth and perspective
 - (d) Hand-drawn animation techniques
9. Which map is used to create the illusion of depth and detail on a 3D model's surface?
- (a) Diffuse map
 - (b) Normal map
 - (c) Specular map
 - (d) Opacity map
10. What is the function of an opacity map in 3D modeling?
- (a) To determine the shininess of a surface
 - (b) To control the transparency of a material
 - (c) To add color to a surface
 - (d) To create a bump effect

Part B

(5 × 5 = 25)

Answer **all** questions, Choosing either (a) or (b)

11. (a) Discuss five key features of MS Word that make it suitable for desktop publishing tasks in small businesses.

Or

- (b) Explain the role of templates in MS Word.

12. (a) Define multimedia and explain its significance in modern communication.

Or

- (b) Discuss the key components of multimedia content.

13. (a) Explain the concept of keyframes in animation.

Or

- (b) Describe the role of inbetweens in the animation process.

14. (a) Explain the fundamental principles of 3D animation.

Or

- (b) Describe the process of rigging in 3D animation.

15. (a) Explain the importance of topology in 3D modeling.

Or

- (b) Discuss the role of symmetry in character modeling .

Part C

(5 × 8 = 40)

Answer **all** questions, Choosing either (a) or (b)

16. (a) Compare and contrast the use of styles and formatting tools in MS Word. How do styles and formatting options contribute to the visual appeal and readability of business documents?

Or

- (b) Explain the importance of slide layout design in MS PowerPoint.

17. (a) Compare and contrast multimedia presentations versus traditional text-based presentations.

Or

- (b) Explain the concept of Keyframes in digital animation.

18. (a) Discuss the significance of establishing clear sequences and scenes in animation storytelling.

Or

- (b) Discuss the concept of “tucking” in animation. How can tucking be employed to adjust character positions and maintain continuity within a scene?

19. (a) Explain the importance of lighting and shading in 3D animation. How do lighting and shading techniques enhance the realism and visual appeal of animated scenes?

Or

- (b) Describe the role of 3D animation in the gaming industry.

20. (a) Compare and contrast polygon modeling and NURBs modeling. What are the strengths and weaknesses of each technique?

Or

- (b) Explain the concept of quads and tris in polygon modeling. Why is it important to maintain a quad-dominant topology in certain scenarios?
-

C-6726

Sub. Code

96751

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025.

Fifth Semester

Visual Communication

ADVERTISING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The primary function of advertising in visual Media is
 - (a) To reduce competition
 - (b) To inform, persuade and remind the audience
 - (c) To eliminate alternative products
 - (d) To increase production capacity

2. The following is NOT a type of advertising _____.
 - (a) Print Advertising
 - (b) Broadcast Advertising
 - (c) Emotional Advertising
 - (d) Digital Advertising

3. _____ advertising media is commonly used in transit advertising.
 - (a) Television
 - (b) Social media
 - (c) Kiosks
 - (d) Buses and trains

4. _____ is unique about 3D advertising.
 - (a) It creates immersive and life like experiences
 - (b) It avoids audience interaction
 - (c) It is static and non- interactive
 - (d) It focuses only on outdoor media

5. Visual advertising techniques rely heavily on:
- (a) The use of sound
 - (b) The effectiveness of images and visuals
 - (c) Copywriting alone
 - (d) Audience demographic segmentation
6. Audience perception in visual advertising is influenced by:
- (a) Color, composition, and imagery
 - (b) Pricing of the product
 - (c) Length of advertisements
 - (d) Celebrity endorsements only
7. Advertising fits into the marketing mix as part of:
- (a) Product
 - (b) Promotion
 - (c) Price
 - (d) Placement
8. Visual merchandising focuses on:
- (a) Cutting down production costs
 - (b) Reducing inventory costs
 - (c) Enhancing digital campaigns
 - (d) Displaying products to maximize customer appeal
9. Copywriting emphasizes which of the following?
- (a) A balance of text and visual storytelling
 - (b) Minimizing production costs
 - (c) Using only formal language
 - (d) Avoiding emotional appeal
10. _____ is a copy platform.
- (a) A digital ad placement platform
 - (b) A software tool for designing ads
 - (c) A strategy for creative execution of advertising ideas
 - (d) A production timeline

Part B

(5 × 5 = 25)

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

11. (a) Discuss the evolution of advertising from traditional methods to modern digital advertising.

Or

- (b) Differentiate between various types of advertising and their unique characteristics.

12. (a) Compare the effectiveness of billboards and social media as advertising media.

Or

- (b) Analyze the impact of innovative advertising media like 3D displays on consumer engagement.

13. (a) Discuss various visual advertising techniques used to attract audience attention.

Or

- (b) Outline the role of minimalistic design in modern visual advertising campaigns.

14. (a) Discuss the function of a full-service advertising agency.

Or

- (b) Summarize the importance of branding and how it influences customer loyalty and perception.

15. (a) Discuss the role of copywriting in creating impactful advertisements for digital media.

Or

- (b) Explain the importance of a creative brief in the advertising process.

Part C

(5 × 8 = 40)

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

16. (a) Summarize the scope and role of advertising in indoor and outdoor media, providing relevant examples.

Or

- (b) Explain the role of advertising in brand awareness and building consumer trust.

17. (a) Outline how 3D advertising and holograms are revolutionizing the advertising industry.

Or

- (b) Evaluate the role of social media advertising in targeting specific audiences, using examples from successful campaigns.

18. (a) Summarize the role of images in visual advertising and their influence on consumer perception and decision-making.

Or

- (b) Explain how color, composition, and layout are used to enhance the effectiveness of visual advertisements.

19. (a) Discuss the significance of advertising and its role in building customer loyalty and brand equity.

Or

- (b) Evaluate the role of advertising in shaping consumer preference and creating demand for products and services.

20. (a) Discuss the importance of a creative brief in the advertising process and how it guides the creative team.

Or

- (b) Evaluate the significance of case studies in understanding advertising strategies and learning from successes and failures.

C-6727

Sub. Code

96752

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

MEDIA LAW AND ETHICS

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ article of the Indian Constitution guarantees the freedom of speech and expression.
 - (a) Article 21
 - (b) Article 19(1)(a)
 - (c) Article 18
 - (d) Article 32

2. A salient feature of the Indian Constitution is _____.
 - (a) Rigid Constitution
 - (b) Unitary State
 - (c) Lack of Fundamental Rights
 - (d) Single Citizenship

3. Contempt of court can be classified as:
 - (a) Civil and criminal contempt
 - (b) Verbal and non-verbal contempt
 - (c) Direct and indirect contempt
 - (d) Personal and professional contempt

4. Copyright protection is granted for:
(a) 40 years (b) 50 years
(c) 60 years (d) 100 years
5. The Prasar Bharati Act came into force in
(a) 1985 (b) 1990
(c) 1993 (d) 1997
6. _____ body is responsible for regulating advertisements in India.
(a) Broadcasting Council
(b) Press Trust of India Advertising
(c) Prasar Bharati
(d) Standards Council of India
7. The Copyright Act in India was enacted in:
(a) 1950 (b) 1957
(c) 1977 (d) 1987
8. The IT Act 2001 primarily deals with
(a) Defamation laws
(b) Cybersecurity and e-governance
(c) Trademark issues
(d) Copyright infringement
9. Cybercrime refers to
(a) Traditional theft
(b) Piracy of movies
(c) Tax evasion
(d) Crimes involving computers and the internet
10. The Code of Ethics is essential for
(a) Media professionals only
(b) Lawyers and doctors
(c) All professions and industries
(d) Print journalists only

Part B

(5 × 5 = 25)

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

11. (a) Explain the salient features of the Indian Constitution.

Or

- (b) How does the Indian Constitution ensure the balance between federal and unitary systems?

12. (a) Outline the scope and application of the IT Act, 2000 in addressing cybercrimes.

Or

- (b) Analyze the impact of cyber laws on media and communication industries.

13. (a) Discuss its role and powers press council of India.

Or

- (b) How does the broadcasting council ensure ethical practices in the media industry?

14. (a) Summarize the significance of fair use policy in media and content creation.

Or

- (b) Explain the key features of the cinematography Act, 1952, and its roles.

15. (a) Discuss the role of the code of ethics in ensuring responsible media practices.

Or

- (b) Analyze the ethical challenges faced by media professionals in the era of digital communication.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the abolition of titles under Article 18 and its impact on social equality in India.

Or

- (b) Summarize the significance of the UN declaration of human rights in promoting global human rights standards.

17. (a) Analyze the importance of cyber laws in addressing emerging threats in the digital media landscape.

Or

- (b) Outline the contempt of court and discuss its types and analyze its role in maintaining judicial integrity.

18. (a) Summarize the responsibilities and limitations of Prasar Bharati as a public service broadcaster in India.

Or

- (b) Analyze the role of the film censor board in regulating film content and its impact on artistic freedom.

19. (a) Outline the provisions of the copyright Act, 1957, and its impact on media industry.

Or

- (b) Analyze the role of the IT Act, 2001, in addressing cybercrimes and protecting electronic data and transactions.

20. (a) Describe the principles of self-regulation in broadcasting and their roles.

Or

- (b) Discuss the principles of broadcasting ethics and their relevance in upholding media credibility and accountability.

C-6728

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

First Semester

Visual Communication

INTRODUCTION TO VISUAL COMMUNICATION

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is the significance of human communication?
2. Name two types of communication barriers.
3. Define the term “culture” in the context of communication.
4. What is meant by the term “myth” in communication studies?
5. List two functions of mass media.
6. What is the difference between traditional media and digital media?
7. What does Gestalt Theory focus on in visual perception?
8. Explain the term “visual illusion.”
9. What is the first step in the design process?
10. Why is decision-making crucial in visual design?

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of visual communication in modern society.

Or

- (b) What are the main objectives of communication?

12. (a) Discuss the meaning and importance of connotation and denotation in communication.

Or

- (b) How do cultural codes and symbols play a role in communication?

13. (a) Describe the impact of mass media on public opinion.

Or

- (b) What are the key differences between publicity and propaganda?

14. (a) Explain the role of color psychology in visual communication.

Or

- (b) What are the main principles of Gestalt Theory?

15. (a) Describe the analysis phase in the design process.

Or

- (b) How does the implementation stage contribute to the success of a design project?

Part C

(3 × 10 = 30)

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

16. (a) Analyze the communication process and discuss how it can be improved.

Or

- (b) Explain the SMCR model of communication and its components.

17. (a) Discuss the levels of communication: technical, semantic and pragmatic, with examples.

Or

- (b) How do denotation and connotation affect the interpretation of messages?

18. (a) Evaluate the functions of mass communication and their relevance today.

Or

- (b) Discuss the process of visual thinking and its importance in design concept development.

C-6734

Sub. Code

96752

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

ADVERTISING

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is visual advertising?
2. List two functions of advertising in visual media.
3. Name two traditional advertising media.
4. What is body advertising?
5. How do images play a role in visual advertising?
6. Define audience perception in the context of visual advertising.
7. What is visual merchandising?
8. What is a point of purchase display?
9. What is corporate product placement?
10. Why are case studies important in advertising?

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of visual advertising and its importance.

Or

- (b) Discuss the functions of advertising in visual media.

12. (a) Compare billboards and transit advertising.

Or

- (b) Describe the use of social media in advertising.

13. (a) Explain the techniques used in visual advertising.

Or

- (b) Discuss how audience perception varies across different advertising media.

14. (a) How does branding influence visual merchandising?

Or

- (b) Explain the role of point of purchase displays in advertising.

15. (a) Discuss the significance of corporate product placement in advertising.

Or

- (b) Analyze a case study related to visual advertising and its impact.

Part C

(3 × 10 = 30)

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

16. (a) Discuss the evolution of visual advertising and its impact on modern media.

Or

- (b) Analyze the key functions of advertising in visual media with examples.

17. (a) Evaluate the effectiveness of various advertising media such as billboards, kiosks, and holograms.

Or

- (b) Discuss the advantages and challenges of using social media and web ads for advertising.

18. (a) Analyze the role of images and visual techniques in creating effective advertisements.

Or

- (b) Discuss how audience perception influences the success of visual advertising campaigns.

C-6735

Sub. Code

96755

B.Sc. DEGREE EXAMINATION, NOVEMBER 2025

Fifth Semester

Visual Communication

COMMUNICATION SKILLS

(2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication.
2. Why is effective communication important?
3. What is the significance of spoken English?
4. How does non-verbal communication affect interactions?
5. What is active listening?
6. Mention one tip for academic listening.
7. What is skimming in reading?
8. Define reading comprehension.
9. What is the purpose of practicing short dialogues in the classroom?
10. Why are telephonic conversations important in communication skills practice?

Part B

(5 × 5 = 25)

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

11. (a) Describe the different types of communication.

Or

- (b) What are the common barriers to effective communication?

12. (a) Explain the importance of pronunciation in spoken English.

Or

- (b) Discuss the role of verbal skills in presenting information coherently.

13. (a) Describe the process of listening and its importance.

Or

- (b) What are the characteristics of active listening?

14. (a) Compare skimming and scanning as reading techniques.

Or

- (b) Explain the different levels of reading.

15. (a) Discuss the benefits of group discussions in improving communication skills.

Or

- (b) How can practicing telephonic conversations enhance communication abilities?

Part C

(3 × 10 = 30)

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

16. (a) Analyze the need, importance, and types of communication in various contexts.

Or

- (b) Discuss the essentials of effective communication and how to overcome barriers to communication.

17. (a) Evaluate the importance of spoken English in global communication.

Or

- (b) Discuss the role of verbal and non-verbal skills in effectively presenting information and ideas.

18. (a) Explain the importance of active listening in academic settings and provide note taking tips.

Or

- (b) Discuss the process of listening and its impact on effective communication.

C-6736

Sub. Code

96762

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 Indian democracy.
2. Define fraternity in human rights.
3. What is copy right?
4. Define defamation.
5. What is the primary duty of broadcasting corporation?
(Any Two)
6. What is CBFC?
7. What are the electronic records?
8. Define digital signature.
9. What is video manipulation?
10. Define media ethics.

Part B

(5 × 5 = 25)

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

11. (a) Describe about overview of Indian constitution.

Or

- (b) Write about the Article 19 1 (a), Article 18, UN declaration of Human Rights.

12. (a) Discuss about defamation in media and entertainment.

Or

- (b) Discuss about media related Acts.

13. (a) Write about the Role and powers of Press Council.

Or

- (b) Discuss about the broadcasting council.

14. (a) Describe about types of electronic records.

Or

- (b) Explain about the legal recognition of digital signatures.

15. (a) Describe about Rights, Duties and Restrictions of Media Professionals.

Or

- (b) Discuss about visual manipulation of videos.

Part C

(3 × 10 = 30)

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

16. (a) Describe about fundamental human rights.

Or

(b) Explain in detail about salient features of Indian constitution.

17. (a) Discuss about history of media laws in India.

Or

(b) Explain in detail about Prasar Bharati Corporation.

18. (a) Discuss about Role and functions of film Censor Board.

Or

(b) Write about media Ethics and social responsibility.
