

C-7967

Sub. Code

96713

B.Sc. DEGREE EXAMINATION, APRIL 2026

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. In the SMCR model of communication, what does “R” stand for?
 - (a) Receiver
 - (b) Response
 - (c) Resource
 - (d) Resolution

2. Which of the following is NOT an element of the communication process?
 - (a) Sender
 - (b) Message
 - (c) Decoder
 - (d) Interruption

3. Which level of communication focuses on the practical effects of a message on the receiver?
 - (a) Pragmatic
 - (b) Technical
 - (c) Semantic
 - (d) Mythological

4. In the context of communication, what does “culture” refer to?
 - (a) A specific art form
 - (b) Shared values, beliefs, customs, and codes of a society that influence communication
 - (c) A technical method for encoding messages
 - (d) A form of visual communication

5. Which of the following is NOT a primary function of mass communication?
 - (a) Persuade
 - (b) Inform
 - (c) Educate
 - (d) Isolate

6. What is the main function of public relations in mass communication?
 - (a) To entertain the public
 - (b) To build and maintain a positive image for an individual or organization
 - (c) To create propaganda campaigns
 - (d) To sell consumer goods

7. Which color is often associated with calmness and serenity in color psychology?
 - (a) Red
 - (b) Yellow
 - (c) Black
 - (d) Blue

8. Which Gestalt principle explains why humans perceive incomplete shapes as complete?
- (a) Similarity
 - (b) Proximity
 - (c) Closure
 - (d) Figure-ground
9. Which of the following platforms is an example of OTT (Over-the-Top) media?
- (a) Cable TV
 - (b) YouTube or Netflix
 - (c) Satellite radio
 - (d) FM radio
10. Which of the following is NOT typically part of the design process?
- (a) Problem identification
 - (b) Analysis
 - (c) Random guessing
 - (d) Decision-making

Part B

(5 × 5 = 25)

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

11. (a) Why is communication considered a fundamental aspect of human interaction? Discuss its importance in personal, professional, and societal contexts.

Or

- (b) What are the essential elements of the communication process? Explain how each element contributes to the success of communication.

12. (a) Discuss communication as a form of self-expression.

Or

(b) Explain the relationship between context and meaning in communication.

13. (a) Define mass media and explain its significance in shaping modern society. How has mass media evolved over time?

Or

(b) Compare and contrast traditional media, print media, electronic media, and digital media.

14. (a) Explain the principles of visual perception and their importance in creating effective designs.

Or

(b) What is color psychology, and how does it affect emotions and behavior? Discuss its application in branding and advertising.

15. (a) Define visual design and explain its role in effective communication. How does it integrate aesthetic principles with functionality?

Or

(b) Outline the stages of the design process: problem identification, analysis, decision-making, and implementation. Provide examples to illustrate each stage.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the communication process in detail, highlighting the steps involved from the sender to the receiver. Provide examples to illustrate each step.

Or

- (b) Discuss the role of communication in achieving educational, social, and business goals. How does it contribute to problem-solving and decision-making?

17. (a) Define and differentiate between connotation and denotation. How do these concepts affect the way messages are perceived in communication?

Or

- (b) Discuss the role of cultural codes in communication. How do shared symbols, norms, and values shape the way messages are created and interpreted?

18. (a) Examine the role of mass media in public opinion formation. How does it influence political, social, and cultural perspectives?

Or

- (b) Evaluate the influence of mass media on consumer behavior.

19. (a) Explore how Gestalt principles influence the viewer's perception of unity and coherence in a design. Provide examples from digital or print media.

Or

- (b) Explain the concepts of color harmony and contrast in design. How do these elements contribute to visual appeal and communication?

20. (a) Analyze the role of visual communication in e-commerce and digital marketing. How do visuals contribute to customer engagement and retention?

Or

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

C-7968

Sub. Code

96715

B.Sc. DEGREE EXAMINATION, APRIL 2026

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. Identify the odd one out based on the role in computer functionalities:
 - (a) CPU
 - (b) Mouse
 - (c) Keyboard
 - (d) Monitor

2. Which software would be most suitable for editing videos in the multimedia industry?
 - (a) Microsoft Word
 - (b) VLC Media Player
 - (c) Google Chrome
 - (d) Adobe Premiere Pro

3. Which of the following is an example of a supercomputer?
 - (a) IBM Watson
 - (b) Apple MacBook Pro
 - (c) HP Pavilion
 - (d) Dell Inspiron

4. Which type of computer would be most suitable for an architect designing 3D models?
 - (a) Mainframe
 - (b) Workstation
 - (c) Supercomputer
 - (d) Mini computer

5. If you need to create a vibrant poster for a print advertisement, which color mode should you choose?
 - (a) RGB
 - (b) Grayscale
 - (c) CMYK
 - (d) Indexed color

6. Which tool would you use to access a specific web page on the Internet?
 - (a) Web browser
 - (b) Search engine
 - (c) FTP server
 - (d) Network switch

7. You need to design a logo that can be scaled without losing quality. Which file format and image type would you choose?
- (a) PNG and raster
 - (b) SVG and vector
 - (c) JPEG and raster
 - (d) TIFF and vector
8. Which of the following file formats is best suited for animated images?
- (a) PNG
 - (b) JPEG
 - (c) RAW
 - (d) GIF
9. Which adjustment technique would you use in Photoshop to make a dull image appear more vibrant?
- (a) Brightness/Contrast
 - (b) Levels
 - (c) Colour Balance
 - (d) Hue and Saturation
10. You are tasked with designing a brochure layout. Which software would be most appropriate?
- (a) CorelDRAW
 - (b) InDesign
 - (c) Photoshop
 - (d) Illustrator

Part B

(5 × 5 = 25)

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

11. (a) Identify and explain different types of hardware components in a computer.

Or

- (b) Discuss the differences between system software and application software, providing examples of each.

12. (a) Describe how MS Word can be used to draft a professional document, including its key formatting features.

Or

- (b) Explain how MS Excel can be applied to manage and analyze a company's monthly sales data.

13. (a) Explain how color depth (8 bits, 16 bits, 32 bits, etc.) influences image quality and file size.

Or

- (b) Illustrate how a local area network (LAN) can be implemented in a small office environment.

14. (a) Explain the differences between vector and raster graphics, focusing on their structure and representation.

Or

- (b) Discuss the importance of PPI (Pixels Per Inch) and DPI (Dots Per Inch) in determining image quality and resolution.

15. (a) Discuss the role of Photoshop, CorelDRAW, and InDesign in the graphic design process, highlighting their unique features.

Or

- (b) Demonstrate how the Curves adjustment tool can be used to improve the tonal range of an underexposed image.

Part C

(5 × 8 = 40)

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

16. (a) Design a basic layout for a multimedia workstation, specifying the essential computer components and their roles.

Or

- (b) Explain the role of computers in revolutionizing specific fields of the multimedia industry, such as animation or video editing.

17. (a) Enumerate and briefly describe the steps involved in creating a simple PowerPoint presentation.

Or

- (b) Explain the importance of data storage in computing and describe how cloud storage is changing the way data is managed and accessed.

18. (a) List and describe the main components of a web page and explain their functions.

Or

- (b) Identify common protocols used in computer networks, such as HTTP, FTP, and TCP/IP, and explain their roles.

19. (a) Compare and contrast the use of TIFF and JPEG formats for professional photography, focusing on quality and file size.

Or

- (b) Discuss how image compression techniques influence storage requirements and usability in professional workflows.
20. (a) Evaluate the effectiveness of using Hue and Saturation adjustments versus Colour Balance for enhancing the vibrancy of an image.

Or

- (b) Discuss how pixel design and vector design are utilized in different types of projects, such as web design and print design.
-

C-7969

Sub. Code

96723

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Second Semester

Visual Communication

PHOTOJOURNALISM

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What filter type reduces haze in landscape photography?
(a) UV (b) ND
(c) Polarizer (d) Colour
2. Which tripod type is commonly used for lightweight travel?
(a) Studio (b) Monopod
(c) Tabletop (d) Gorilla
3. Which unit is used to represent focal length?
(a) Lux (b) DPI
(c) mm (d) ISO
4. Which light reduces shadows created by the key light?
(a) Back (b) Fill
(c) Rim (d) Spot

5. Which style of photography captures large areas of natural scenery?
- (a) Portrait (b) Documentary
(c) Landscape (d) Industrial
6. Which style of photography is used to capture animals in their natural habitat?
- (a) Still (b) Portrait
(c) Wildlife (d) Documentary
7. Which type of news photo captures unplanned, spontaneous moments?
- (a) Feature (b) Planned
(c) Portrait (d) Candid
8. Which of the following is NOT a type of news story?
- (a) Hard news (b) Feature
(c) Commercial (d) Editorial
9. Short text below a photo explaining it is called a:
- (a) Heading (b) Caption
(c) Report (d) Subhead
10. Items used to enhance a scene visually during a shoot are called:
- (a) Filters (b) Lenses
(c) Captions (d) Props

Part B

(5 × 5 = 25)

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

11. (a) Write a note on the brief history of photography.

Or

- (b) Describe the different types of cameras used in photography.

12. (a) Explain basic techniques to improve image quality in photography.

Or

- (b) Discuss the usage of aperture in image control and creativity.

13. (a) Explain portrait photography and its key features.

Or

- (b) Describe landscape photography techniques and composition rules.

14. (a) Write a note on the history of photojournalism.

Or

- (b) Explain the organization structure of a newspaper.

15. (a) Explain the principles and ethics in photojournalism.

Or

- (b) Discuss ethical challenges faced by photojournalists in the field.

Part C

(5 × 8 = 40)

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

16. (a) Explain the usage of DSLR cameras in photography.

Or

- (b) Discuss the types of lenses used in photography.

17. (a) Describe how shutter speed affects motion capture in photography.

Or

- (b) Discuss the importance of focal length in composing an image.

18. (a) Discuss the importance of documentary photography in society.

Or

- (b) Explain the techniques used in architecture photography.

19. (a) Describe the structure and workflow of a newsroom.

Or

- (b) Discuss the different types of news stories covered in photojournalism.

20. (a) Discuss the steps involved in planning a photoshoot.

Or

- (b) Discuss the importance of set props in creating impactful image.
-

C-7970

Sub. Code

96725

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Second Semester

Visual Communication

UNDERSTANDING INDIAN SOCIETY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The study of shared beliefs, practices, and values in society refers to:
(a) Media (b) Communication
(c) Culture (d) Society
2. The approach that studies media by analyzing signs and symbols is:
(a) Semiotic (b) Marxist
(c) Functionalist (d) Psychological
3. A socially constructed category based on physical differences is:
(a) Caste (b) Gender
(c) Religion (d) Economy
4. A hierarchical system of social stratification in India is:
(a) Gender (b) Class
(c) Caste (d) Region

5. The study of media's role within society relates to which approach?
- (a) Psychoanalysis (b) Semiotics
(c) Sociology (d) Cultural
6. The analysis of unconscious desires in media content is linked to:
- (a) Sociology (b) Semiotics
(c) Functionalism (d) Psychoanalysis
7. Media plays a vital role in _____ shaping in society.
- (a) Economy (b) Reality
(c) Nature (d) Temperature
8. The concept of media shaping public perception and awareness is linked to:
- (a) Entertainment (b) Consciousness
(c) Advertising (d) Commerce
9. The portrayal of people, places, or events in media is called:
- (a) Narration (b) Persuasion
(c) Representation (d) Caption
10. Oversimplified and fixed ideas about groups in media are called:
- (a) Symbols (b) Genres
(c) Stereotypes (d) Texts

Part B

(5 × 5 = 25)

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

11. (a) Discuss the development of mass communication in society.

Or

- (b) Write about the role of culture in the evolution of communication.

12. (a) Explain the introduction and significance of media technologies.

Or

- (b) Discuss technological determinism with suitable examples.

13. (a) Explain how passive audiences consume media.

Or

- (b) Discuss different types of media texts.

14. (a) Explain how media constructs social reality.

Or

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

15. (a) Discuss the concept of media representation.

Or

- (b) Explain how stereotypes are created and reinforced in media.

Part C

(5 × 8 = 40)

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

16. (a) Explain the role of mass media in cultural development.

Or

- (b) Discuss the relationship between media and cultural identity.

17. (a) Explain the role of technology in societal changes.

Or

- (b) Explain the impact of digital media on society and culture.

18. (a) Explain the importance of context in understanding media texts.

Or

- (b) Explain how semiotics helps in decoding media texts.

19. (a) Discuss how media content travels across borders in globalization.

Or

- (b) Describe how media industries influence beliefs and ideologies.

20. (a) Explain the role of media audiences in interpreting media content.

Or

- (b) Describe different techniques of persuasion used in media.

C-7971

Sub. Code

96733

B.Sc. DEGREE EXAMINATION, APRIL 2026

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 is a key principle of effective writing?
 - (a) Complexity
 - (b) Ambiguity
 - (c) Length
 - (d) Brevity

2. What does clarity in writing refer to?
 - (a) Using as many words as possible
 - (b) The ability to express ideas in a clear and understandable manner
 - (c) Including complex vocabulary to show expertise
 - (d) Writing in long sentences to convey complete ideas

3. Which writing style is typically used in writing press releases for print media
 - (a) Informal and narrative
 - (b) Technical and statistical
 - (c) Objective and concise
 - (d) Persuasive and emotional

4. Which of the following is a primary principle of writing for print media?
 - (a) Using complex language to showcase knowledge
 - (b) Adhering to a consistent tone and style throughout the piece
 - (c) Writing long, detailed paragraphs
 - (d) Avoiding punctuation to make the writing look informal

5. Which of the following is a basic principle of writing for radio?
 - (a) Writing long, detailed paragraphs
 - (b) Using complex vocabulary to enhance the tone
 - (c) Writing in a conversational and clear style
 - (d) Avoiding the use of sound effects

6. What is the purpose of using sound effects in a radio documentary or feature?
 - (a) To distract from the main content
 - (b) To provide background noise that does not contribute to the story
 - (c) To enhance the storytelling, create atmosphere and help illustrate the message
 - (d) To replace the need for a narrator

7. What is the role of a visual cue, such as a close-up shot, in a film script?
- (a) To provide additional dialogue for the scene
 - (b) To emphasize emotions or reactions and convey meaning without words
 - (c) To make the scene longer and slower- paced
 - (d) To avoid the use of any dialogue in the scene
8. What is the impact of using film language, such as visual metaphors and symbols, in a script?
- (a) It adds complexity and may confuse the audience
 - (b) It detracts from the overall narrative structure of the film
 - (c) It enhances the storytelling by conveying emotions or themes without words
 - (d) It eliminates the need for actors' performances
9. What is one of the key principles of writing for the web?
- (a) Focus on long paragraphs and complex sentences
 - (b) Use clear and concise language to enhance readability
 - (c) Prioritize using jargon to engage a specialized audience
 - (d) Avoid hyperlinks to keep the content clean
10. Which of the following is an example of technical writing for a website?
- (a) A blog post about travel tips
 - (b) A social media post promoting a new product
 - (c) An FAQ page explaining how to troubleshoot technical issues with a software product
 - (d) A feature article on fashion trends

Part B

(5 × 5 = 25)

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

11. (a) List and briefly describe the basic grammar rules that are essential for effective writing.

Or

- (b) Demonstrate how to develop original ideas for a written article on a given topic, and explain how this can engage the target audience.

12. (a) List and explain the different methods used in writing for print media, including news articles, features, brochures, and press releases.

Or

- (b) Discuss how the principles of writing for print media apply to different types of content, such as news reports and feature articles.

13. (a) List the different types of radio programs and describe their key characteristics. How do these types affect the way radio scripts are written?

Or

- (b) Explain the differences between writing radio documentaries and writing radio features.

14. (a) Describe the key characteristics of television writing. How does television writing differ from writing for other forms of media?

Or

- (b) Analyze the differences between scripting for a documentary and scripting for a fictional program.

15. (a) Discuss the key characteristics that make web content effective for online audiences.

Or

- (b) Analyze the effectiveness of using keywords in writing for Search Engine Optimization (SEO).

Part C

(5 × 8 = 40)

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

16. (a) Evaluate the importance of using technological resources, such as grammar checkers or writing assistants, in the process of developing writing skills.

Or

- (b) Identify the key elements that contribute to a well-structured written piece, and explain their importance in ensuring coherence and flow.

17. (a) Analyze the differences between writing news articles and writing advertorials for print media. Discuss the tone, style, and purpose of each type of writing.

Or

- (b) Evaluate the effectiveness of using copywriting techniques in print ads to capture the attention of the target audience. How do these techniques contribute to the overall success of the ad?

18. (a) Evaluate the importance of clarity and conciseness in writing for radio.

Or

- (b) Describe the function of a script editor in the radio program production process.

19. (a) Evaluate the importance of storyboarding in the pre-production phase of television commercials.

Or

- (b) Identify and explain the different types of television scripts. How do these types influence the writing process?

20. (a) Compare and contrast writing for blogs and writing for online news articles. What are the key differences in tone, style, and purpose?

Or

- (b) What are the key differences between content writing for e-commerce websites and content writing for blogs? Discuss the focus of each type of writing.
-

C-7972

Sub. Code

96734

B.Sc. DEGREE EXAMINATION, APRIL 2026

Third Semester

Visual Communication

PRINTING AND PUBLICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following printing methods is best suited for printing on non-porous surfaces like plastic and metal?
 - (a) Letterpress
 - (b) Offset printing
 - (c) Flexography
 - (d) Silk Screen

2. Which of the following is NOT a type of printing process?
 - (a) Gravure
 - (b) Flexography
 - (c) Digital
 - (d) Lithography

3. Which of the following is the first step in the colour printing process?
 - (a) Colour correction
 - (b) Colour separation
 - (c) Colour reproduction
 - (d) Typography

4. You are designing a supplement for a magazine and need to ensure that all images reproduce accurately. Which stage of the colour printing process would you prioritize to achieve this goal?
 - (a) Content variety
 - (b) Editorial policy
 - (c) Colour correction
 - (d) Typography

5. If you are designing an infographic to explain complex data in a catalogue, what type of special design should you focus on?
 - (a) Charts
 - (b) Typography
 - (c) Tables
 - (d) Boxes

6. In a brochure design, if the images are too close to the edges of the page, what publication design principle is being violated?
 - (a) Repetition
 - (b) Space
 - (c) Emphasis
 - (d) Contrast

7. Which of the following is a primary technical consideration during the pre-press stage of printing?
- (a) Paper quality
 - (b) Ink color
 - (c) Press type
 - (d) Volume of print
8. What is the primary purpose of a dummy in the pre-press process?
- (a) To test the paper quality
 - (b) To adjust ink colors
 - (c) To create a mock-up of the printed product for design approval
 - (d) To choose the best printing press
9. If you were tasked with designing a cover page for a new book release, which design principle would you prioritize to make the title stand out?
- (a) Alignment
 - (b) Contrast
 - (c) Repetition
 - (d) White space
10. What is the primary purpose of using graphic elements in a publication design?
- (a) To fill empty space
 - (b) To enhance the visual appeal and communicate the message effectively
 - (c) To make the design look colourful
 - (d) To make the publication more expensive

Part B

(5 × 5 = 25)

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

11. (a) Describe the history of printing.

Or

- (b) Discuss the concept of planography and explain how it differs from relief printing.

12. (a) Explain the colour printing process. What are the key steps involved in this process?

Or

- (b) Describe the role of typography in printed materials.

13. (a) Describe the key elements and principles of publication design.

Or

- (b) What are the different types of layouts used in publication design? Provide examples.

14. (a) List the technical considerations that need to be taken into account during the pre-press stage of printing.

Or

- (b) Explain the relationship between the printing process and the quality of reproduction in printed materials.

15. (a) What are the key graphic elements used in publication design? List and describe the role of each element in creating a visually appealing layout.

Or

- (b) What are the recent trends in the printing processes in the publishing industry, especially in India? List and explain at least three major trends.

Part C

(5 × 8 = 40)

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

16. (a) Describe how silk screen printing operates.

Or

- (b) Describe the steps involved in the hot metal typesetting method.

17. (a) Discuss the relationship between content variety and space availability in a print publication.

Or

- (b) Examine how the size of a publication influences content variety and design choices.

18. (a) Analyze the impact of poor typography choices on the readability of a publication.

Or

- (b) Examine the role of space in publication design. How can improper use of white space or crowded elements impact the visual appeal and readability of a page?

19. (a) Discuss how printing management affects the quality and efficiency of a printing press. How do decisions made at the management level influence overall production costs and timelines?

Or

- (b) Compare and contrast the printing processes of offset, gravure, and flexography. How does each process affect the final quality of print, and what factors should be considered when selecting a printing method for a specific project?
20. (a) Analyze the role of typography in the design of cover pages. How does typography (font choice, size, and spacing) influence the message and appeal of a publication?

Or

- (b) As a graphic designer, how would you balance the principles of contrast and alignment when designing a promotional flyer for a new product launch?
-

C-7973

Sub. Code

96736

B.Sc. DEGREE EXAMINATION, APRIL 2026

Third Semester

Visual Communication

VIDEO EDITING

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The assistant editor is primarily responsible for:
 - (a) Supervising actors
 - (b) Organizing and preparing raw footage
 - (c) Conducting interviews
 - (d) Designing visual effects

2. The first step in the editing procedure is _____
 - (a) Organizing and reviewing raw footage
 - (b) Adding transitions
 - (c) Finalizing the color correction
 - (d) Exporting the final video

3. Which of the following affects the psychological impact of a scene?
- (a) The editor's timeline
 - (b) The type of camera used
 - (c) Camera angles and sound
 - (d) The duration of the final edit
4. A fast-paced movie is often associated with:
- (a) Emotional drama
 - (b) Action and excitement
 - (c) Horror and suspense
 - (d) Mystery and intrigue
5. The cutting pattern involves editing between two simultaneous actions is
- (a) Jump cut
 - (b) Cross dissolve
 - (c) Parallel cut
 - (d) Inter cut
6. _____ is NOT part of scene editing.
- (a) Match cutting
 - (b) Compiling scenes
 - (c) Sequencing
 - (d) Adding subtitles

7. The “BGM” stand for
- (a) Basic General Music
 - (b) Background Music
 - (c) Balanced General Mix
 - (d) Backing Ground Music
8. The last step in the editing process is _____
- (a) Adding sound effects
 - (b) Applying transitions
 - (c) Posting the final cut
 - (d) Recording dialogue
9. What does “color correction” focus on?
- (a) Improving narrative flow
 - (b) Enhancing the visual tone
 - (c) Adjusting sound levels
 - (d) Reducing video length
10. The interaction between editing and DI is crucial for:
- (a) Creating special effects
 - (b) Writing the script
 - (c) Filming scenes
 - (d) Ensuring visual and audio coherence in the final product

Part B

(5 × 5 = 25)

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

11. (a) Explain the responsibilities of an editor.

Or

- (b) Describe the materials required to start an editing project.

12. (a) How do rhythm and tempo contribute to storytelling in films?

Or

- (b) Describe the role of a master shot and an establishing shot in a scene.

13. (a) Outline the concept of match cuts and their importance in scene editing.

Or

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

14. (a) Discuss the importance of sound effects (SFX) in enhancing a scene.

Or

- (b) Explain the steps involved in integrating sound effects and dialogue into the final cut.

15. (a) Summarize the importance of color correction in creating the visual tone and mood of a film.

Or

- (b) Explain the interaction between editing and DI during the transition process.

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) Analyze the roles and interactions between an editor and assistant editor in ensuring the smooth progress of a project.

17. (a) Explain the 180-degree rule and its importance in maintaining screen direction.

Or

- (b) Summarize the significance of screen direction, and eye-line matching in ensuring smooth continuity in editing.

18. (a) Compare and contrast the editing styles used in different genres, such as comedy, thriller with examples.

Or

- (b) Discuss how editing techniques like parallel cutting and crosscutting are used to build tension and suspense in films.

19. (a) Analyze the role of background music (BGM) in setting the tone and mood of a scene.

Or

- (b) How does the interaction between background music, and dialogue influence the emotional impact of a scene?
20. (a) Outline the role of XML in the DI process and its significance in reconnecting, color correction, and finalizing the project.

Or

- (b) Explain the rendering process and its role in the finalizing stage of video production.
-

C-7974

Sub. Code

96743

B.Sc. DEGREE EXAMINATION, APRIL 2026

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. The term "democracy" has its roots in which language?
(a) Latin (b) Greek
(c) French (d) English
2. In communication, the person who initiates the message is known as the
(a) Receiver (b) Encoder
(c) Sender (d) Channel
3. The interpersonal communication model that focuses on encoding, decoding, and feedback is known as _____ model.
(a) Helix (b) Berlo's SMCR
(c) Lasswell (d) Hypodermic
4. Edward De Bono's Lateral Thinking encourages _____ thinking.
(a) Linear (b) Sequential
(c) Divergent (d) Critical

5. The leadership style that involves sharing power and decision-making with group members is _____ leadership.
- (a) Autocratic (b) Democratic
(c) Laissez-faire (d) Transactional
6. The pattern of communication where all group members communicate with each other is called _____ network.
- (a) Chain (b) Wheel
(c) Circle (d) Star
7. Aristotle's Rhetoric Model is based on ethos, pathos, and _____
- (a) Logos (b) Mythos
(c) Chronos (d) Kairos
8. The Hovland-Yale model is associated with _____
- (a) Non-verbal communication
(b) Persuasion
(c) Noise reduction
(d) Encoding
9. The two-step flow theory was proposed by Paul Lazarsfeld and _____ Katz.
- (a) Elihu (b) Daniel
(c) Robert (d) Harold
10. The theory that highlights the role of opinion leaders in influencing audiences is _____ theory.
- (a) Agenda-setting
(b) Spiral of Silence
(c) Two-step flow
(d) Uses and Gratification

Part B

(5 × 5 = 25)

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

11. (a) Discuss the role of mass media in the process of human development.

Or

- (b) Explain the functions of mass media in a democratic society.

12. (a) Explain the key features of interpersonal communication.

Or

- (b) Discuss major theories related to interpersonal communication.

13. (a) Discuss the role of leadership in effective teamwork.

Or

- (b) Explain communication patterns in group contexts with examples.

14. (a) Discuss different models of persuasion used in public communication.

Or

- (b) Write an essay on the importance of persuasion in public communication.

15. (a) Discuss the significance and types of Normative Theories in mass communication.

Or

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

Part C

(5 × 8 = 40)

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

16. (a) Describe the relationship between communication and societal development.

Or

- (b) Critically analyze the modes and media of communication in the digital age.

17. (a) Describe the transactional model of communication in detail.

Or

- (b) Write an essay on the significance of Transactional Analysis in improving communication.

18. (a) Discuss how communication networks influence decision-making in groups.

Or

- (b) Explain the barriers to effective group communication and their solutions.

19. (a) Describe the theories and models related to non-verbal communication.

Or

- (b) Write an essay on paralanguage and its impact on communication effectiveness.

20. (a) Write an essay on the assumptions and principles of Uses and Gratification Theory.

Or

- (b) Discuss the strengths and limitations of the Agenda Setting Theory.

C-7975

Sub. Code

96744

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Visual Communication

TELEVISION PRODUCTION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which is India's public service broadcaster for television?
(a) Star (b) Zee
(c) Doordarshan (d) Sony
2. Television is considered which type of media?
(a) Print (b) Mass
(c) Social (d) Digital
3. Which stage outlines the visual plan scene-by-scene before shooting?
(a) Storyboard (b) Script
(c) Budget (d) Schedule

4. The detailed narrative with dialogues and actions for production is called
 - (a) Treatment
 - (b) Schedule
 - (c) Screenplay
 - (d) Budget

5. A television studio requires walls painted in which color to avoid reflection?
 - (a) Black
 - (b) White
 - (c) Blue
 - (d) Grey

6. The process of using a green screen to insert backgrounds during editing is known as
 - (a) Compositing
 - (b) Layering
 - (c) Keying
 - (d) Masking

7. Which type of audio recording uses a single channel?
 - (a) Stereo
 - (b) Mono
 - (c) Surround
 - (d) Multi-track

8. Which device is used for adjusting audio levels during recording or broadcast?
 - (a) Camera
 - (b) Video mixer
 - (c) Audio console
 - (d) Vector scope

9. Simple, non-moving graphics used in a TV program are known as
 - (a) Dynamic
 - (b) 3D
 - (c) Static
 - (d) Animated

10. The text displayed at the beginning of a program for identification is called
 - (a) Prop
 - (b) Backdrop
 - (c) Animation
 - (d) Title card

Part B

(5 × 5 = 25)

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

11. (a) Explain how television functions as an effective mass media tool in India.

Or

- (b) Analyze the role of Doordarshan as a development communicator in India.

12. (a) Explain the various stages involved in television program production.

Or

- (b) Explain the role of treatment in transforming a concept into a producible program.

13. (a) Explain the basic requirements for setting up a television studio.

Or

- (b) Describe the various types of cameras used in television production.

14. (a) Explain the procedure involved in editing for television production.

Or

- (b) Explain the functions and importance of the PCR room in broadcasting.

15. (a) Explain the process involved in the selection of cast for a television program.

Or

- (b) Describe the importance of costume designing in television production.

Part C

(5 × 8 = 40)

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

16. (a) Explain various types of telecasting methods used in television broadcasting.

Or

- (b) Explain the role of the television production crew in creating effective programs.

17. (a) Describe the preparation and significance of a screenplay in television production.

Or

- (b) Explain the pre-production arrangements required for television production.

18. (a) Discuss the significance of lighting in television studio production.

Or

- (b) Describe the workflow of a multi-camera shoot in a television studio.

19. (a) Discuss the process and importance of audio dubbing in post-production.

Or

- (b) Describe the role of sound effects (SFX) and background music in enhancing video content.

20. (a) Describe the importance and design process of title cards in television programs.

Or

- (b) Explain the role of animation in enhancing television program content.

C-7976

Sub. Code

96746

B.Sc. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Visual Communication

2D AND 3D ANIMATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which software is mainly used for vector designing?
(a) Word (b) Illustrator
(c) Photoshop (d) PowerPoint
2. Which software is used for image manipulation?
(a) Photoshop
(b) InDesign
(c) PowerPoint
(d) CorelDraw
3. The process of creating motion in a 2D space is called _____.
(a) Rendering (b) Animation
(c) Modelling (d) Editing

4. Which of the following is NOT a principle of animation?
- (a) Squash and Stretch
 - (b) Rendering
 - (c) Anticipation
 - (d) Timing
5. The document used to plan the timing of animation and camera movements is called _____.
- (a) Storyboard (b) Script
 - (c) Exposure sheet (d) Timeline
6. Moving the camera horizontally across a scene is known as _____.
- (a) Zoom (b) Tucking
 - (c) Panning (d) Tilting
7. Maya, Blender and 3ds Max are examples of _____ used in 3D animation.
- (a) Hardware (b) Accessories
 - (c) Software (d) Displays
8. The final step in 3D animation production where images are generated is called _____.
- (a) Rigging (b) Texturing
 - (c) Rendering (d) Modelling
9. Which of the following is NOT a type of 3D modelling?
- (a) Polygon (b) NURBs
 - (c) Vector (d) Deformation
10. _____ maps are used to simulate surface detail without adding geometry.
- (a) Opacity (b) Normal
 - (c) Texture (d) Diffuse

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of Desktop Publishing in small business marketing with examples.

Or

- (b) Discuss the advanced features of MS PowerPoint useful for small business presentations.

12. (a) Discuss various multimedia applications in the field of education.

Or

- (b) Describe the methods of digital animation used in multimedia production.

13. (a) Discuss the difference between a scene and a sequence in animation production.

Or

- (b) Explain the process of creating and using key frames in animation.

14. (a) Discuss the stages involved in the 3D animation production pipeline.

Or

- (b) Discuss the essential software used in the 3D animation industry.

15. (a) Explain the considerations to be taken during 3D modelling for animation.

Or

- (b) Explain how textures are created and applied in 3D animation.

Part C

(5 × 8 = 40)

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

16. (a) Discuss the workflow of creating a brochure using InDesign for a small business.

Or

- (b) Explain how Illustrator can be used for designing logos for startups.

17. (a) Explain the layers and frames are managed in 2D animation projects.

Or

- (b) Discuss how Adobe Animate helps in developing interactive multimedia projects.

18. (a) Explain the process and application of panning in animation.

Or

- (b) Describe the tucking technique in camera movement for animation.

19. (a) Explain the rendering process in 3D animation production.

Or

- (b) Explain the importance of graphics cards in 3D animation work.

20. (a) Explain the importance of texture mapping in achieving realism in 3D models.

Or

- (b) Explain the role of deformation in the 3D animation process.

C-7978

Sub. Code

96752

B.Sc. DEGREE EXAMINATION, APRIL 2026.

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. The UN Declaration of Human Rights was adopted in
 - (a) 1945
 - (b) 1948
 - (c) 1950
 - (d) 1960

2. Article 18 of the Indian Constitution abolishes
 - (a) Titles
 - (b) Discrimination
 - (c) Unsociability
 - (d) Child labor

3. The IT Act 2000 primarily addresses
 - (a) Intellectual property disputes
 - (b) Cybercrimes and electronic commerce
 - (c) Copyright issues
 - (d) Contempt of court

4. Cyber defamation involves
 - (a) Unauthorized access to a website
 - (b) Creating fake identities
 - (c) Publishing a newspaper article
 - (d) Posting defamatory content online

5. Broadcasting codes in India are primarily enforced by
 - (a) Press Council of India
 - (b) Supreme Court
 - (c) Broadcasting council
 - (d) Ministry of Home Affairs

6. The Press Council is empowered to
 - (a) Issue guidelines for the press
 - (b) Punish offenders
 - (c) Enforce criminal laws
 - (d) Impose fines

7. Intellectual Property Rights (IPR) include
 - (a) Patents, copyrights, and trademarks
 - (b) Defamation and privacy
 - (c) Broadcasting rights only
 - (d) Contempt of court

8. Trade and Merchandise Marks Act, 1958, was replaced by
- (a) The Patent Act, 1970
 - (b) The Trademark Act, 1999
 - (c) The Copyright Act, 2001
 - (d) The IT Act, 2000
9. Broadcasting ethics primarily focus on
- (a) Increasing profits
 - (b) Balanced reporting accuracy, and fairness
 - (c) Limiting audience size
 - (d) Restricting freedom of speech
10. _____ Act ensures legal protection of digital content
- (a) Patents Act, 1970
 - (b) Copyright Act, 1957
 - (c) IT Act, 2001
 - (d) Cinematography Act, 1952

Part B

(5 × 5 = 25)

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

11. (a) Describe the significance of Article 19(1)(a) and its impact on freedom of expression in India.

Or

- (b) Analyze how the Indian constitution safeguards the rights of its citizens through fundamental rights.

12. (a) Differentiate between civil and criminal defamation with examples.

Or

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

13. (a) Discuss the importance of broadcasting codes.

Or

- (b) Explain the significance of the film censor board in regulating films for public exhibition.

14. (a) Outline the concept of fair use policy in media and content creation.

Or

- (b) Describe the role of the RTI Act in promoting transparency and accountability in governance.

15. (a) Explain the importance of self-regulation in broadcasting.

Or

- (b) Outline the significance of broadcasting ethics in media industry.

Part C

(5 × 8 = 40)

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

16. (a) Summarize the fundamental rights and discuss the importance of Article 18 in abolishing titles.

Or

- (b) Explain the role of the Indian constitution in maintaining the unity and integrity of the nation.

17. (a) Describe the contempt of court, and how it balances freedom of speech with judicial independence.

Or

- (b) Discuss the legal remedies available for protecting copyrighted content in media.

18. (a) Summarize the powers and functions of the press council of India.

Or

- (b) Compare the roles and functions of the press council and the broadcasting council in regulating media content.

19. (a) Analyze the key provisions of the Copyright Act, 1957, and its impact on the Indian media industry.

Or

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

20. (a) Outline the significance of the code of ethics in ensuring responsible media practices in a digital age.

Or

- (b) Explain the principles of self-regulation in the media industry and its roles.
-

C-7979

Sub. Code

96761

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Sixth Semester

Visual Communication

FILM APPRECIATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which film by Edwin S. Porter is considered an early example of narrative editing?
 - (a) The Jazz Singer
 - (b) The Great Train Robbery
 - (c) Trip to the moon
 - (d) Lumiere Train Arrival
2. In which decade was synchronized sound introduced in films?
 - (a) 1920s
 - (b) 1930s
 - (c) 1910s
 - (d) 1940s
3. The last stage of film production where editing and sound mixing are done is
 - (a) Production
 - (b) Pre-production
 - (c) Post-production
 - (d) Distribution

4. Which document is prepared to be used during the shooting phase with scene break downs and dialogues?
- (a) Synopsis (b) Shooting script
(c) Theme (d) Poster
5. The systematic evaluation of films for the public is known as
- (a) Direction (b) Review
(c) Criticism (d) Editing
6. The Indian film awards presented annually by the government to honor the best in cinema are
- (a) Oscars (b) National
(c) Grammy (d) Cannes
7. The 180-degree rule is related to maintaining
- (a) Sound quality (b) Light balance
(c) Colour grading (d) Screen direction
8. The person responsible for assembling shots in sequence in post-production is the
- (a) Director (b) Cameraman
(c) Editor (d) Sound engineer
9. Pather panchali (1955) was directed by
- (a) Mrinal Sen (b) Ritwik Ghatak
(c) Satyajit Ray (d) Guru Dutt
10. Children of Heaven (1997) is a film by
- (a) Abbas Kiarostami (b) Majid Majidi
(c) Asghar Farhadi (d) Mohen Makhmalba

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of Edward Muybridge's experiment in the evolution of motion pictures.

Or

- (b) Discuss the contributions of Georges Melies to early silent cinema with examples.

12. (a) Explain various methods for generating ideas for screenplay writing.

Or

- (b) Describe the systematic process of developing an idea into a complete script.

13. (a) Explain the main features and characteristics of commercial cinema.

Or

- (b) Describe the aesthetic and narrative characteristics of art cinema.

14. (a) Explain the role of digital cameras in modern cinematography.

Or

- (b) Describe different types of shots used in cinematography with suitable examples.

15. (a) Write an appreciation of Charlie Chaplin's City Lights focusing on its narrative and visual style.

Or

- (b) Discuss the themes of poverty and human dignity in Bicycle Thieves.

Part C

(5 × 8 = 40)

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

16. (a) Write a detailed note on Edwin S. Porter's narrative development in early films.
Or
(b) Describe the evolution of cinematic techniques and aesthetic development in early cinema.
17. (a) Discuss the stages involved in script writing from concept to shooting Script.
Or
(b) Write a detailed note on the importance of 'theme' in screenplay writing.
18. (a) Describe the significance of aesthetics in the visual presentation of films.
Or
(b) Write a detailed note on the role of music in enhancing the narrative in films.
19. (a) Write an essay on camera angles and their impact on storytelling.
Or
(b) Describe the basics of lighting in cinematography and its role in mood creation.
20. (a) Explain the narrative structure and editing style used in *Life is Beautiful*.
Or
(b) Explain how *Bicycle Thieves* represents Italian Neorealism with examples.

C-7980

Sub. Code

96762

B.Sc. DEGREE EXAMINATION, APRIL 2026.

Sixth Semester

Visual Communication

NEW MEDIA STUDIES

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. HTML and CSS are primarily used in:
(a) Film editing (b) Sound mixing
(c) Web development (d) Scriptwriting
2. The key principle of digital media that allows easy sharing and duplication is:
(a) Linear editing (b) Interactivity
(c) Compressibility (d) Replicability
3. Tools like Mailchimp and Buffer are used in:
(a) VR development
(b) Sound editing
(c) Digital media
(d) Video marketing compression
4. Which of the following is not a web technology?
(a) PHP (b) CSS
(c) JavaScript (d) Blender

Part B

(5 × 5 = 25)

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

11. (a) Explain the term 'new media' with examples relevant to the current digital environment.

Or

- (b) Describe the history and evolution of digital media.

12. (a) Explain the concept of social and web network analysis with examples.

Or

- (b) Discuss the significance of digital media management in the current media industry.

13. (a) Describe the key components of a digital marketing strategy with examples.

Or

- (b) Explain the concept and techniques of search engine marketing (SEM).

14. (a) Describe how to identify and target the audience for OTT platforms.

Or

- (b) Explain video streaming technology used in OTT services.

15. (a) Describe LinkedIn marketing strategies for professional brand building.

Or

- (b) Explain how Twitter can be used effectively for digital marketing.

Part C

(5 × 8 = 40)

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

16. (a) Describe Augmented Reality and its role in enhancing user experiences.

Or

- (b) Explain the laws related to digital media and their importance in content regulation.

17. (a) Describe different communication tools used for digital media content sharing.

Or

- (b) Explain the role and functions of web analytics in digital media strategies.

18. (a) Explain how SEO and SEM are interconnected in digital marketing strategies.

Or

- (b) Explain the process of creating a digital content calendar for content marketing.

19. (a) Discuss video decoding and its role in seamless video playback on OTT platforms.

Or

- (b) Write an essay on different OTT business models.

20. (a) Discuss the role of Instagram in social media marketing.

Or

- (b) Write an essay on the importance of video optimization before publishing on online platforms.