

**FSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2018
(First Semester)**

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

INTRODUCTION TO COMMUNICATION

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 Interpersonal communication.
- 2 Channel noise.
- 3 Advertising.
- 4 Public relations.
- 5 Sports magazines.
- 6 Educational Journalism.
- 7 Gy an vani.
- 8 TRP.
- 9 Dream industry.
- 10 Documentary.

SECTION - B (25 Marks!)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain different steps of communication process.
OR
b Explain about the recent changes in mass communication. .
- 12 a Explain the needs of advertisement to a private Industry.
OR
b Explain the needs of Propaganda for political parties.
- 13 a Explain different types of magazines in India.
OR
b Explain about different types of Newspapers in India.
- 14 a Explain merits & demerits of AIR C ommercial Broadcasting.
OR
b Explain the organizational structure of Doordharsan.
- 15 a Describe the historical background of motion picture industry.
OR
b Critically analyze “film as medium of entertainment”.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the types of Communication process & Communication barriers.
- 17 Describe the characters and functions of Mass Media.
- 18 Discuss about the structure of Editorial department in a Television channel.
- 19 Discuss about the educational broadcasting of Indian media.
- 20 Explain the historical growth of film industry in TamilNadu.

Z-Z-Z

END