

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

I^vcuol

BSc DEGREE EXAMINATION MAY 2017
(First Semester)

Branch - VISUAL COMMUNICATION

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.
- 3 Advertising.
- 4 Feedback.
- 5 AIR.
- 6 Mass medium.
- 7 Cable TV.
- 8 Fiction.
- 9 TRP.
- 10 Two step flow model.

SECTION - B (25 Marks)

Answer ALL Questions

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

- 11 a Differentiate advertising and public relation.
OR
b What are the functions of mass media? Explain.
- 12 a Explain 'Context' in communication message.
OR
b Explain channel noise.
- 13 a What are news agencies? How do they functions?
OR
b What are in-house magazines? Explain.
- 14 a Write a note on the different types of audience.
OR
b How can radio be effectively used for education?
- 15 a What is docu-drama? Explain.
OR
b Write a note on DTH.

SECTION - C (30 Marks)

Answer any THREE Questions '

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

- 16 Explain the importance of feedback in communication process.
- 17 What are the functions of mass media? Explain.
- 18 Explain the organization structure of newspaper in India.
- 19 What are the different types of ownership? Explain.
- 20 Explain the role of TV as a mass medium.

Z-Z-Z

END