

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

**BSc DEGREE EXAMINATION DECEMBER 2017
(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 Verbal communication.
- 2 Encoder.
- 3 PRO.
- 4 Propaganda.
- 5 In-house journal.
- 6 Magazine.
- 7 Cross ownership.
- 8 Cable TV.
- 9 Motion picture.
- 10 Documentary.

SECTION - B (25 Marks)

Answer **ALL** Questions

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

11 a Write about the process of communication.

OR

b Define non-verbal communication. What are its various types.

32a Write any four functions of mass media.

OR

b Write a short note on brand personality.

13 a Differentiate newspaper & magazine.

OR

b Distinguish advertising and Public Relations.

14 a Write a short note on AIR.

OR

b Differentiate cable and satellite television.

15 a Write about the nature of motion picture industry in Tamilnadu.

OR

b Television content is influenced by the film industry substantiate.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 What is communication? Explain in detail the different forms of communication.
- 17 Describe the process of public opinion formation.
- 18 Discuss in detail the content and presentation of the daily you follow regularly.
- 19 Explain in detail the organisation structure of Doordarshan with a flow chart.
- 20 Film industry has a great influence on the lives of people in TN especially