

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024
(First Semester)

Branch – **VISUAL COMMUNICATION**
INTRODUCTION TO COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	_____ is the process of translation of the message in to code when send by the sender. a. Decoding b. Replication c. Transmission d. Encoding	K1	CO1
	2	Interpersonal communication is also known as _____. a. one-one communication b. communication within c. between two d. Dyadic communication	K2	CO1
2	3	The objective of Public relation is to create a. publicity b. misunderstanding c. propaganda d. knowledge and understanding	K1	CO2
	4	Which of the following is NOT one of the primary function of mass Communication? a. Surveillance b. Entertainment c. Cultural transmission d. Immunisation	K2	CO2
3	5	Multimedia comprises of _____. a. Text and audio b. Video and audio c. Video only d. Text, audio and video	K1	CO3
	6	Media is known as _____. a. First Estate b. Second Estate c. Third Estate d. Fourth Estate	K2	CO3
4	7	The term 'Akashavani' belongs to a. Radio b. Television c. Podcast d. DD	K1	CO4
	8	FM and _____ are the two types of Radio transmission a. FM b. AM c. SM d. XM	K2	CO4
5	9	Which of the following is not a social network? a. Linkedin b. Instagram c. Twitter d. Ebay	K1	CO5
	10	Creating and publishing video content on a blog is called as _____. a. Vlog b. News c. Media Blog d. All of these	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the SMCR model of communication.	K4	CO1
	(OR)			
	11.b.	List out and explain the different types of non-verbal communication.		
2	12.a.	What do you understand on various forms of Propaganda?	K4	CO2
	(OR)			
	12.b.	Analyze how women are portrayed in men targeted advertisement. Explain with an example.		
3	13.a.	Explain the different types of design materials used for promotion in terms of design layout.	K5	CO3
	(OR)			
	13.b.	Explain the role of Audit Bureau of Circulation in Print Medium.		
4	14.a.	Distinguish AM and FM.	K5	CO4
	(OR)			
	14.b.	Explain in detail the organization structure of Doordarshan kendra with a flowchart.		
5	15.a.	Create a storyboard for a 10 second advertisement for any cookies of your choice.	K6	CO5
	(OR)			
	15.b.	Compare Feature films with the documentaries.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain in detail the different types of communication with examples.	K5	CO1
2	17	Elaborate in detail the functions and characteristics of mass communication.	K6	CO2
3	18	Compare the advantages of e-newspapers with the traditional printed newspapers.	K4	CO3
4	19	Analyse how satellite television transmission has transformed the viewing habits of the audience.	K5	CO4
5	20	“Monetization plays a vital role in increasing the growth of YouTube channels” – Justify.	K5	CO5