

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

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

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	The communication channel that is most suitable for conveying complex information? a. Verbal b. non-verbal c. written d. face-to-face	K1	1
	2	The process of interpreting and understanding messages is called? a. encoding b. decoding c. feedback d. noise	K2	1
2	3	The primary function of media is to? a. information b. entertainment c. education d. all the above	K1	2
	4	Who is considered the father of mass communication? a. Harold Lasswell b. Paul Lazarsfeld c. Marshall Mc Luhan d. Wilbur Schramm	K2	2
3	5	The primary function of newspaper is to give? a. entertainment b. education c. information dissemination d. advertising	K1	3
	6	Which print media format is known for its in-depth analysis and feature articles? a. Tabloid b. broadsheet c. magazine d. newsletter	K2	3
4	7	The primary function of a radio broadcast console is? a. audio mixing b. signal transmission c. sound effects d. music playback	K1	4
	8	The radio broadcasting format which focuses on talk shows and discussions? a. music radio b. sports radio c. news/talk d. public radio	K2	4
5	9	The primary characteristics of new media is? a. analog b. interactivity c. static d. linearity	K1	5
	10	Which film genre emphasizes action and thrills? a. action b. comedy c. drama d. romance	K2	5

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.	Outline the advantages if interpersonal communication.	K2	CO1
		(OR)		
	11.b.	Explain the process of communication with a diagram.		
2	12.a.	Detail the purpose of mass communication.	K2	CO2
		(OR)		
	12.b.	Compare propaganda and advertising.		
3	13.a.	Plan and illustrate the layout of a front page newspaper.	K3	CO3
		(OR)		
	13.b.	Write how podcast can be made use for educational purpose.		
4	14.a.	Discover the different types of broadcasting used for entertainment.	K4	CO4
		(OR)		
	14.b.	Write the functions of Radio medium.		
5	15.a.	List out the different film genres that entertain the audiences through OTT platforms.	K4	CO5
		(OR)		
	15.b.	Examine how mobiles phones are entertaining the students in the contemporary world.		

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 verbal and non-verbal communication.	K2	CO1
2	17	Identify the role of propaganda in public communication.	K3	CO2
3	18	Plan a poster layout for swachh bharath public service announcement.	K3	CO3
4	19	Do you think that Radio is the most reliable tool for disaster management – justify?	K4	CO4
5	20	Explain the role of YouTube channels in the contemporary world.	K6	CO5

Z-Z-Z END