PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2025

(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

 $(10 \times 1 = 10)$

Module	Questio	Question	K Level	СО
No.	n No.		Level	
1	1	is the study of body language and non-verbal cues? a) kinesics b) proxemics c) paralinguistics d) oculesics	K1	CO1
	2	Which of the following is the primary function of communication? a) information sharing b) decision making c) conflict resolution d) all the above	K2	CO1
2	3	The primary goal of advertising? a) To inform b) to entertain c) to educate d) to persuade	K1	CO2
	4	Which type of media is known for its ability to reach a large audience quickly? a) Print media b) electronic media c) digital media d) broadcast media	K2	CO2
3	5	The process of arranging text and images on a newspaper page? a) layout b) design c) typography d) composition	K 1	CO3
	6	Which trend has recently impacted print media in recent years? a) digitalization b) globalization c) social media d) all the above	K2	CO3
4	7	is the process of transmitting TV signals via satellite? a) cable transmission b) IPTV c) satellite transmission d) terrestrial transmission	K1	CO4
	8	is the TV broadcasting format that uses a combination of video and audio signals? a) analog TV b) digital TV c) HDTV d) SDTV	K2	CO4
5	9	The process of editing film footage comes under a) Sound design b) pre-production c) production d) post-production	K 1	CO5
	10	Which new media platform enables user-generated content? a) blog b) podcast c) social media d) all the above	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	со
1	11.a.	Compare verbal and non-verbal communication.		
	(OR)		K2	CO1
	11.b.	Explain SMCR model of communication with a diagram.		l I
2	12.a.	Outline the role of public relations officer in movie promotion.		
		(OR)	K2	CO2
	12.b.	Demonstrate how public can be attracted using Aristotle model of communication.		
3	13.a.	Briefly analyse the different types of magazines		
	(OR)			CO3
	13.b.	Examine the presence of print newspaper in this digital era.		
4	14.a.	Examine the different genres of programmes broadcasted through radio medium.		-
		(OR)		CO4
	14.b.	Give your views on Direct – To – Home transmission system.		
5	15.a.	Compare and write about short films & documentaries.		
	(OR)			CO5
	15.b.	Examine the characteristics of various genres of feature films.		

SECTION -C (30 Marks) Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3\times10=30)$

Module No.	Question No.	Question	K Level	СО
1	16	Elaborate the different types of communication.	K2	CO1
2	17	Discuss the challenges faced by print media & electronic media in the age of digital media.	К3	CO2
3	18	Explain the recent trends in newspapers & magazines industry.	K3	CO3
4	19	Explain the different types of television transmission systems.	K4	CO4
5	20	Discuss how feature films carry social messages to the audience in an entertaining way.	K6	CO5