

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 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 No.	Question No.	Question	K Level	CO
1	1	Which of the following is not a type of communication? (a) Verbal (b) Non-verbal (c) Symbolic (d) Astronomical	K1	CO1
	2	Barrier to communication caused by differences in perception is known as: (a) Physical barrier (b) Psychological barrier (c) Semantic barrier (d) Social barrier	K2	CO1
2	3	Who proposed the SMCR model of communication? (a) Lasswell (b) Berlo (c) Shannon (d) Schramm	K1	CO2
	4	The “Magic Bullet Theory” is also known as: (a) Hypodermic Needle Theory (b) Two-Step Flow Theory (c) Normative Theory (d) Rasa Theory	K2	CO2
3	5	A newspaper that appears once in two weeks is called: (a) Daily (b) Weekly (c) Fortnightly (d) Monthly	K1	CO3
	6	Which of the following best explains “digital folklore”? (a) Traditional dance (b) Online memes (c) Oral storytelling (d) Rituals	K2	CO3
4	7	Which type of radio program involves real-time interaction with listeners? (a) Podcast (b) News bulletin (c) Phone-in program (d) Satellite broadcast	K1	CO4
	8	“DTH” in television broadcasting refers to: (a) Direct To Home (b) Direct Through Hosting (c) Digital To Home (d) Direct Telecast Hosting	K2	CO4
5	9	OTT platforms stand for: (a) Over The Top (b) On Time Television (c) Online TV Transmission (d) Only Technical Transmission	K1	CO5
	10	Which of the following is NOT a feature of social media campaigns? (a) Interactivity (b) Mass reach (c) One-way communication (d) Personalization	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.	Apply the communication process model to explain how public opinion is shaped by mass media.	K3	CO1
		(OR)		
	11.b.	Illustrate with examples how non-verbal communication enhances verbal communication.		
2	12.a.	Analyze the differences between Shannon & Weaver's model and Schramm's circular model.	K4	CO2
		(OR)		
	12.b.	Examine the application of Rasa Theory in modern Indian media.		
3	13.a.	Evaluate the impact of the rise of digital platforms on traditional newspapers.	K5	CO3
		(OR)		
	13.b.	Assess the cultural importance of folklore in contemporary communication.		
4	14.a.	Demonstrate how radio can be effectively used for rural communication.	K3	CO4
		(OR)		
	14.b.	Apply the concept of podcasting to educational communication.		
5	15.a.	Design a social media campaign for promoting Indian documentary films.	K6	CO5
		(OR)		
	15.b.	Formulate strategies for using OTT platforms to preserve Indian culture.		

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	Analyze the role of propaganda and advertising in influencing public opinion.	K4	CO1
2	17	Compare and contrast Western and Indian models of communication.	K4	CO2
3	18	Evaluate the role of magazines in shaping social change in India.	K5	CO3
4	19	Propose an innovative radio programme format for today's digital audience.	K6	CO4
5	20	Create a content strategy for a YouTube channel addressing political awareness.	K6	CO5