

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

**BSc DEGREE EXAMINATION MAY 2026
(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 process of transmitting information from sender to receiver is called (a) Communication (b) Culture (c) Feedback (d) Barrier	K1	CO1
	2	Which of the following best describes "mass communication"? (a) Personal conversation (b) Interpersonal exchange (c) One-to-many communication (d) Group discussion	K2	CO1
2	3	Who is considered the father of communication studies? (a) Aristotle (b) Shannon (c) Schramm (d) Berlo	K1	CO2
	4	The Two-Step Flow Theory emphasizes the role of: (a) Opinion leaders (b) Mass audiences (c) Advertisers (d) Politicians	K2	CO2
3	5	Which of the following is NOT a characteristic of newspapers? (a) Periodicity (b) Permanence (c) Interactivity (d) Circulation	K1	CO3
	6	Blogs and Webzines are examples of (a) Traditional folklore (b) Digital media platforms (c) Print journalism (d) Broadcast media	K2	CO3
4	7	Which of the following is a type of satellite transmission? (a) AM (b) FM (c) Cable TV (d) DTH	K1	CO4
	8	Which of the following is an advantage of podcasts over radio? (a) Accessibility anytime (b) Higher production cost (c) One-way communication (d) Limited audience	K2	CO4
5	9	Short films are mainly characterized by (a) Long duration (b) Conciseness (c) Large budgets (d) Multiple genres	K1	CO5
	10	Political propaganda through social media is effective because of: (a) Lack of audience feedback (b) Interactive engagement (c) Limited reach (d) One-way messages	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.	Classify communication theories to explain the role of public relations in shaping corporate image.	K2	CO1
		(OR)		
	11.b.	Illustrate the functions of mass communication with suitable examples.		
2	12.a.	Explain how the Lasswell model of communication is relevant to modern political campaigns.	K2	CO2
		(OR)		
	12.b.	Interpret the influence of Uses and Gratification Theory on digital media consumption.		
3	13.a.	Identify the challenges faced by print media in the age of digital journalism.	K3	CO3
		(OR)		
	13.b.	Construct the cultural impact of theatre and drama as forms of communication.		
4	14.a.	Identify the role of community radio in empowering local populations.	K3	CO4
		(OR)		
	14.b.	Make use of the concept of television genres in categorizing content on OTT platforms.		
5	15.a.	Examine a popular strategy of an OTT platform used to promote regional cinema globally.	K4	CO5
		(OR)		
	15.b.	Compare the advantages of the political campaign plans applied in social media and Vlogs.		

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	Recall how cultural barriers influence the process of communication.	K1	CO1
2	17	Compare the Shannon & Weaver model with the SMC model.(Sadharanikaran Model).	K2	CO2
3	18	Make use of the contribution of digital folklore in shaping youth culture.	K3	CO3
4	19	Classify a new podcast series aimed at creating environmental awareness.	K4	CO4
5	20	Discover an innovative model for integrating social media with documentary promotion.	K4	CO5

Z-Z-Z END