

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

INTRODUCTION TO COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Which of the following is misunderstanding about meaning of words?
(i) Semantic noise (ii) Channel noise
(iii) Psychological noise (iv) All
- 2 What is the people view on matters affecting them?
(i) Media opinion (ii) Individual opinion
(iii) Public opinion (iv) Opinion leader
- 3 Which magazine is directed at specific group of readers with common interest?
(i) General magazine (ii) Special magazine
(iii) Specialized magazine (iv) All
- 4 Which of the following delivers satellite service directly to consumer television set?
(i) ATH (ii) BTH
(iii) CTH (iv) DTH
- 5 What do you called a series of pictures projected on a screen?
(i) Motion picture (ii) NTSC
(iii) PAL (iv) SECAM

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Describe the importance of feedback in communication.
OR
b Outline the advantages of non verbal communication.
- 7 a Describe the characteristics of mass media.
OR
b Explain advertising.
- 8 a Describe the characteristics of newspaper.
OR
b Explain the various contents of magazine.
- 9 a Explain the nature of AM radio.
OR
b Explain what is live program on TV and radio.
- 10 a Describe the characteristics of film media.
OR
b Explain the process of documentary film making.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Examine the importance of communication.
OR
b Discuss about different barriers to communication.
- 12 a Analyze the various tools of PR.
OR
b Discuss the techniques can be used for effective public speaking.
- 13 a Discuss the various elements of newspaper.
OR
b Trace the development of print media in India.
- 14 a Discuss radio is a medium of mass communication.
OR
b Differentiate between cable TV and satellite transmission.
- 15 a Trace the history of motion picture.
OR
b Examine the uses of various types of blogs.

Z-Z-Z

END