

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

**BSc DEGREE EXAMINATION MAY 2019
(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 x 1 = 10)

1 A device, circuit or person that converts information from one format or code to another is called

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- (i) Encoder (ii) Decoder
(iii) Interpreter (iv) Transmitter

2 The unwanted sound is called as

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- (i) Noise (ii) Barrier
(iii) Semiotics (iv) Semantic noise

3 Mass media, caters to

- (i) Targeting on Individual (ii) to a specific group
(iii) Universal audience (iv) Learned group

4 The normal size of a Newspaper is called

-
- (i) Broadsheet (ii) Tabloid
(iii) A3 (iv) A4

5 Internet is media,

- (i) Electronic (ii) Print
(iii) Digital (iv) Analog (v) New

6 Radio & Television belongs to

- (i) Audio medium (ii) Audio visual medium
(iii) Visual media (iv) Electronic media

7 The abbreviation of ABC is _____ with respect to Newspaper.

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- (i) Audit Bureau of Circulation (ii) Australian Broadcasting Corporation
(iii) American Broadcasting Company (iv) Australian Broadcasting Commission

8 The Abbreviation of FM is

- (i) Fictional movies (ii) Frequent Music
(iii) Frequency Modulation (iv) Final Movie

9 _____ is one of the Social Media Network.

-
- (i) google (ii) yahoo
(iii) twitter (iv) hotmail

10 "Genre" implies.

- (i) all styles of media (ii) Specific style of narration
(iii) abstract style (iv) undefined style

SECTION - B (25 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 5 = 25)

11 a Write about SMCR model.

OR

v b Write a short note on Intrapersonal communication.

12 a Write a note on Advertising.

OR

b Explain the role of propaganda in public communication.

13 a Explain why circulation of newspaper needs to be accounted?

OR

b Compare Newspaper and a Magazine.

14 a What do you meant by uplink and downlink in TV Broadcasting?

OR

b Explain the organisation structure of AIR.

15 a Write the history of motion picture in India.

OR

b Differentiate Fiction & Non-fiction films.

SECTION -C (40 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 8 = 40)

16 a Detail the different barriers in human communication.

OR

b Write the evolution of communication.

17 a Discuss the functions of Mass Communication.

OR

b Explain the role of PRO in public relations.

18 a Detail the different types of magazines.

OR

b List out the advantages of on-line newspaper.

19 a Write the advantages & disadvantages of Dish TV.

OR

b Explain the different types of TV transmission systems.

20 a Discuss the role of Documentation in current scenario.

OR

b 'Social Media Network makes communication faster than other mediums' -
Justify.