

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2019
(First Semester)

Branch - **VISUAL COMMUNICATION**

INTRODUCTION TO COMMUNICATION

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Non Verbal Communication.
- 2 Mass Communication.
- 3 Public Opiniog
- 4 Print Media
- 5 The Hindu Tamil Thisai
- 6 NEWS
- 7 AIR
- 8 Commercial radio
- 9 Documentary
- 10 Motion Picture

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Write and explain the Interpersonal communication.
OR
b Explain organizational communication.
- 12 a Write the characteristics of Mass Media.
OR
b Explain the role of Television Industry today.
- 13 a Write the structure of News paper Industry.
OR
b Explain an investigative magazine with example.
- 14 a Explain radio as a medium of Mass Communication.
OR
b Explain the organisational structure of Doordarshan.
- 15 a Write briefly historical background of Motion picture.
OR
b Discuss documentary film making with example from the Industry.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carr⁷ **EQUAL** Marks (3 x 10 = 30)

- 16 Write and explain the types of Communication.
- 17 Differentiate Radio and Television in brief.
- 18 Write and explain the overview of print media industry today with example.
- 19 Discuss the emerging trends in Television today.
- 20 Compare Tamil film industry and Malayalam film industry with example from both the industries.