

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2018  
(First Semester)

Branch - VISUAL COMMUNICATION(ELECTRONIC MEDIA)

**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 Semantic Noise.
- 2 Informal Communication.
- 3 Propaganda.
- 4 Advertising.
- 5 Broadsheet.
- 6 CMYK.
- 7 AIR.
- 8 Consumers.
- 9 Telefilm.
- 10 Docudrama.

**SECTION - B (25 Marks)**

Answer ALL Questions

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

- 11 a Write about the different barriers in communication.  
OR  
b Write a short note on Berio's model of communication.
- 12 a Differentiate PSA and Advertising.  
OR  
b What is Vox Populi?
- 13 a Write the structure of a Newspaper industry in India.  
OR  
b Write a short note on Copywriting.
- 14 a Write a short note on Community Radio.  
OR  
b Write about the different types of Media Ownership.
- 15 a Film as a medium of Entertainment - Discuss.  
OR  
b Write a short note on Parallel Cinema.

**SECTION - C 130 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain in detail the verbal and the non-verbal communication.
- 17 Who is a PRO? Write the roles and responsibilities of a PRO.
- 18 Discuss the role of Newspapers in the current scenario.
- 19 Radio acts as the best medium during the natural disaster - Elucidate.