

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 (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10x1 = 10)

- 1 The term communication is derived from \_\_\_\_\_.  
(i) Latin (ii) French  
(iii) Greek (iv) German
- 2 Which communication is also called as dyadic communication.  
(i) Interpersonal (ii) Intrapersonal  
(iii) Group (iv) Public
- 3 An audio or visual; form of marketing communication to promote or sell a product, service or idea is called \_\_\_\_\_.  
(i) Advertising (ii) Marketing  
(iii) Promotion (iv) Propaganda
- 4 PSA is \_\_\_\_\_.  
(i) Public Service Advertising (ii) Public Service Announcement  
(iii) Public Sale Advertisement (iv) Public Social Advertisement
- 5 A4 is \_\_\_\_\_.  
(i) Page Size (ii) Page Format  
(iii) Page Setup (iv) Page Alignment
- 6 Magazine is \_\_\_\_\_.  
(i) storehouse of content (ii) periodical  
(iii) variety of information (iv) all the above
- 7 AIR comes under \_\_\_\_\_.  
(i) Prasar Bharathi (ii) I & B Ministry  
(iii) Central Government (iv) All the above
- 8 The abbreviation of DTH is \_\_\_\_\_.  
(i) Direct to Home (ii) Directing to Hard drive  
(iii) Development to Housing (iv) Developing the health
- 9 Blogs and Vlogs are \_\_\_\_\_.  
(i) Personal, Public postings (ii) Private conversations  
(iii) Govememnt notifications (iv) Cursorsed content
- 10 Propaganda is \_\_\_\_\_.  
(i) Paid form of publicity (ii) full of exaggeration and type  
(iii) truthful and accurate (iv) objective and fair

**SECTION - B (25 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5x5 = 25)

12 a Differentiate Cable TV and DTH. -

OR

b Explain AM and FM.

13 a Mention the functions of Mass Communication.

OR

b Write a short note on Public Relations.

14 a Write a brief history of print medium.

OR

b Write the advantages and disadvantages of a Newspaper as a mass medium.

15 a List out the benefits of Blog writing.

OR

b Write a short note on Folksonomy.

**SECTION -C (40 Marks!**

Answer **ALL** questions

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

16 a How do man media help generating public opinion?

OR

b Explain the different types of communication.

17 a Discuss the advantages and disadvantages of New Media.

OR

b Detail the different types of Mass Media.

18 a Discuss the role of Newspaper during the emergency period.

OR

b Explain the different types of page sizes used in printing.

19 a Explain in detail the structure of a TV channel organization.

OR

b Discuss in detail the two major types of Radio Stations.

20 a Detail the different types of Film Genres.

OR

b Explain Social Media Networks.

**Z-Z-Z**

END