

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023
(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 × 1 = 10)

All Questions are Multiple Choice

Module No.	Question No.	Question	K Level	CO
1	1	Which is not important for effective communication with your audience? a. Motivation b. Memorization c. Attention d. retention	K1	CO1
	2	The interpretation process takes place in _____. a. sender b. Message c. Receiver d. channel	K2	CO1
2	3	The objective of Public relation is to create. a. publicity b.knowledge and understanding c. misunderstanding d. propaganda	K1	CO2
	4	The first step in structuring a speech should be _____. a. determining your main points b. writing out the body of the speech c. arranging main points in the most effective order d. writing out the introduction	K2	CO2
3	5	The expansion of ABC is _____. a. Audit bureau of circulation b. Account bureau of circulation c. Affidavit bureau of circulation d. None of these	K1	CO3
	6	Mass media mostly operate in _____. a. Private Sphere b. Bureaucratic Sphere c. Ethical Sphere d. Public Sphere	K2	CO3
4	7	DTH stands for _____. a. Dish-to-home b. Digital-to-home c. Direct-to-home d. Desk-to-home	K1	CO4
	8	_____ is not a children programme. a. Chhotta Bheem b. Jungle Book c. Cartoons d.Hum Log	K2	CO4
5	9	_____ is a Visual Social platform. a. Amazon b. Twitter c. Facebook d. Instagram	K1	CO5
	10	Film is an _____. a. Audio medium b. Visual medium c. Audio Visual medium d. Artistic medium	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the various elements involved in communication process.	K4	CO1

Cont...

		(OR)		
	11.b.	Compare Verbal and Non-verbal communication.		
2	12.a.	Detail the functions of mass communication.	K4	CO2
		(OR)		
	12.b.	Analyze the positive and negative impact of digital media on society.		
3	13.a.	Explain the various sizes of papers usage in Printing.	K5	CO3
		(OR)		
	13.b.	Elaborate the sources of revenue for the printed newspapers in circulation.		
4	14.a.	Explain the different genres of radio program and its purpose for broadcasting.	K5	CO4
		(OR)		
	14.b.	Explain in detail the organization structure of All India Radio with a flowchart.		
5	15.a.	Create a storyboard for a PSA related to "National Youth Day" in 8 to 12 frames.	K6	CO5
		(OR)		
	15.b.	Compare Fictional and Non-Fictional films.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain in detail Berlo's SMCR model of communication with a diagram.	K5	CO1
2	17	Elaborate in detail the use of various types of mediums in this contemporary world.	K6	CO2
3	18	Compare the advantages and disadvantages of tradition designing softwares with the current digital design using open softwares.	K4	CO3
4	19	Explain in detail the role of Radio in the rural areas of Tamil Nadu.	K5	CO4
5	20	"Social media is one of the major tool for the voiceless" – Justify.	K5	CO5

Z-Z-Z

END