

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(First Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

INTRODUCTION TO COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Interpersonal Communication is also called as _____ Communication.
(i) Dyadic (ii) Formal (iii) Grapevine (iv) Grass root
2. What is PSA?
(i) Public Service advertising (ii) Public Service Announcement
(iii) Postal service Announcement (iv) Police service advertisement
3. What is the size of DL?
(i) A4 (ii) A5
(iii) Vertical half of the A5 (iv) horizontal half of the A5
4. What is the abbreviation of DTH?
(i) Dish-to-home (ii) Direct-to-Home
(iii) Down-to-home (iv) desk-to-home
5. Which is not a Social media network?
(i) Facebook (ii) Twitter (iii) Intagram (iv) Vlog

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Differentiate Verbal and Non-verbal communication.
(OR)
b. Describe interpersonal communication.
7. a. Compare Advertising and propaganda.
(OR)
b. Write about Public relation.
8. a. Sketch the different types of paper sizes with measurement.
(OR)
b. Mention any five magazine types and its purpose.
9. a. Differentiate AM and FM.
(OR)
b. Explain any three radio programmes with an example.
10. a. Explain Documentary film.
(OR)
B. Describe Social media.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a. Elucidate the need for communication.
(OR)
b. Explain in detail the process of communication.

Cont...

12. a. Explain in detail Mass media.

(OR)

b. Detail the three functions of Mass Communication.

13. a. What is ABC? Discuss its role in newspaper circulation.

(OR)

b. Do you think that online magazine will reduce the circulation of the traditional magazine due to technology development – Discuss?

14. a. Explain the scope of radio and its survival in this digital era.

(OR)

b. Explain in detail the different kinds of TV broadcasting.

15. a. Trace the history of motion picture industry in India.

(OR)

b. Discuss the purpose of various film genres in Tamil movies.

Z-Z-Z END