

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BSc DEGREE EXAMINATION DECEMBER 2019**  
(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 Which is a branch of non-verbal communication that refers to communication via sense of touch?  
(i) KINESICS (ii) OCULESICS  
(iii) HAPTICS (iv) PROXEMICS
- 2 Any unwanted signals in the communication process is called \_\_\_\_\_.  
(i) SMALLEST SIGNALS (ii) SENSITIVITY  
(iii) EXTERNAL SOURCE (iv) NOISE
- 3 A strategy that built relationship between an organisation and their public is known as \_\_\_\_\_.  
(i) PROPAGANDA (ii) MASS COMMUNICATION  
(iii) PUBLIC RELATION (iv) FEED BACK
- 4 The generation of young people who are 'Native Speakers' of digital language is referred as \_\_\_\_\_.  
(i) DIGITAL NATIVES (ii) NEW MEDIA  
(iii) DIGITAL IMMIGRANTS (iv) DIGITAL REFUGEEES
- 5 Newspaper that is smaller than the broadsheets and has many pictures is referred as \_\_\_\_\_.  
(i) TABLOID (ii) MAGAZINE  
(iii) Niche Newspaper (iv) COLLEGE NEWSPAPER
- 6 The observation of ABC with respect to print media is \_\_\_\_\_.  
(i) Audit Bureau of Circulation  
(ii) Australian Broadcast Corporation  
(iii) American Broadcasting Company  
(iv) Australian Broadcasting Commission
- 7 The abbreviation of TRP is  
(i) Television Rating Point (ii) Television Recording Point  
(iii) Target Response Point (iv) Target Response Period
- 8 A type of television service by which a viewer can purchase a program to view via private telecast is known as \_\_\_\_\_.  
(i) Program on demand (ii) Pay per view  
(iii) IPTV (iv) Video on Demand
- 9 Nonfictional motion pictures that record reality are called  
(i) Documentaries (ii) Feature films  
(iii) Telefilms (iv) Motion Pictures
- 10 Production of user-generated tags in social media is called \_\_\_\_\_.  
(i) Folksonomy (ii) Taxonomy  
(iii) Social Networking (iv) Plugins

**SECTION - B (25 Marks!)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Differentiate between Intrapersonal and Interpersonal communication.  
OR  
b Write a short note on importance of Feedback in communication.
- 12 a Briefly explain Propaganda.  
OR  
b List the various new media platforms.
- 13 a Classify newspaper based on page size and format.  
OR  
b Compare circulation and leadership.
- 14 a Write short note on a) Video on Demand b)DTH.  
OR  
b Explain the characteristics of Radio as a mass medium.
- 15 a Discuss the features of non-fiction films.  
OR  
b Explain the advantages of blogs and products over traditional media formats.

**SECTION -C (40 Marks)**

Answer **ALL** questions

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

- 16 a 'Non-Verbal signs plays a significant role in Communication'. Give an overview.  
OR  
b Explain the process of communication with reference to SMCK model.
- 17 a Explain in detail various forms of Mass Communication.  
OR  
b Discuss the types of Mass Media.
- 18 a Analyse the advantages and disadvantages of online newspapers.  
OR  
b Classify types of magazines based on their periodicity.
- 19 a Give a detail account on types of radio station.  
OR  
b Discuss the recent developments in Television Transmission Systems.
- 20 a List out and explain the various films genres.  
OR  
b 'Mobile Apps and notifications are push mechanism' in mass communication. Give your views.