

B.Sc. DEGREE EXAMINATION, NOVEMBER 2018
I Year I Semester
Core Major- Paper I
INTRODUCTION TO VISUAL COMMUNICATION

Time : 3 Hours

Max.marks :60

Section A ($10 \times 1 = 10$) Marks

Answer any **TEN** questions

1. What is Visual Communication?
2. Describe about Need of Communication?
3. Write Short note on Audio Communication?
4. What is Intrapersonal Communication?
5. What is Upward and Downward Communication?
6. Explain Group Communication?
7. Write about Linear Model of Communication?
8. Define Grapevine communication?
9. What you mean by Colour Psychology?
10. Describe Sematic?
11. What are the Types of Media?
12. Define Visual illusion?

Section B ($5 \times 4 = 20$) Marks

Answer any **FIVE** questions

13. Importance of Visual Communication?
14. Write a brief notes about Introduction to Media?
15. Explain about Verbal and Non Verbal Communication?
16. What is interpersonal Communication?
17. What is difference between Connotation and Denotation?
18. Explain model of Communication?
19. What are the characteristics of media?

Section C ($3 \times 10 = 30$) Marks

Answer any **THREE** questions

20. Describe and detail about History of Visual Communication?
21. Write a brief notes on Introduction to Media?
22. How would you Categorise Print Media and Electronic media?
23. Elaborate various stages of design Process?
24. Write a detail notes on new media and traditional media?

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