

**B.Sc. DEGREE EXAMINATION, APRIL 2019**  
**I Year I Semester**  
**Introduction to Visual Communication**

**Time : 3 Hours**

**Max.marks :60**

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

Answer any **TEN** questions

1. Brainstorming
2. Decoding
3. Visual illusion
4. Campaign
5. Lateral thinking
6. Facebook
7. Intrapersonal communication
8. Noise
9. Connotation
10. Folk media
11. Non verbal communication
12. Semiotics

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

Answer any **FIVE** questions

13. Write a short note on audio communication.
14. Illustrate the need for communication with necessary examples.
15. Define group communication with examples.
16. Write a short note on decision making.
17. What are the types of Media?
18. Discuss the principles of visual perception.
19. What are the various stages of design process?

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

Answer any **THREE** questions

20. Explain the characteristics of Media with examples.
21. Explain the types of communication with examples.
22. Discuss about any two models of communication with necessary sketch.
23. Explain the elements of communication with necessary examples.
24. Explain colour psychology and theory.

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