

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Define Communication?
2. What you mean by sign?
3. Explain Feedback?
4. What is Intrapersonal Communication?
5. What is Noise?
6. Differentiate Verbal and Nonverbal?
7. Write short notes on SMCR?
8. What are media effects?
9. Write short on Traditional Media?
10. Explain Mass Communication?
11. What is the difference between connotation and denotation?
12. Classify New Media?

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

Answer any **FIVE** questions

13. What are the types of communication?
14. Describe the level of communication?
15. Explain about Aristotle model of communication?
16. Differentiate semantic & Pragmatic?
17. Write detail notes on visual audio communication?
18. Explain Mass Communication in details?
19. Describe about kind of genre of Mass media?

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

Answer any **THREE** questions

20. Write a detail notes on 7 C's of Communication?
21. Elaborate different model of communication?
22. Write detail notes on visual audio communication?
23. Explain about different kind of communication theories?
24. Describe Mass Media? Various types of Mass.

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