

B.Sc. DEGREE EXAMINATION, APRIL 2020
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 are the types of communication?
3. What is feedback in communication?
4. List out the elements of communication process.
5. Define Visual Communication.
6. What are the advantages of Audio-Visual Communication?
7. What are the characteristics of Mass media?
8. Write a few positive effects of Mass media.
9. What is Folk media?
10. What are the functions of Mass media?
11. What are the barriers in communication?
12. What is the importance of new media in this digital age?

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

Answer any **FIVE** questions

13. What are the functions of communication?
14. Briefly explain Berlo's model of communication.
15. Discuss the relevance of visual communication in the present world scenario.
16. Explain Two-step flow Theory.
17. What are the genres of mass media?
18. Explain Lasswell's Model of communication.
19. Write short notes on mass media audience.

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

Answer any **THREE** questions

20. What are the seven c's of communication?
21. Elaborate on the levels of communication.
22. Explain Audio Communication in detail.
23. Explain Hypodermic needle or Bullet theory and Cultivation Theory.
24. Discuss the various types of mass media.

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