

**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. Lateral thinking.
2. Semiotics
3. Noise
4. Brainstorming
5. Hand gesture
6. Cuneiform
7. Decoding
8. SMCR model
9. Netflix
10. Connotation
11. Group Communication.
12. Optical illusion.

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

Answer any **FIVE** questions

13. Write a short note on audio communication.
14. What are the principles of sensory perception?
15. Illustrate the need for communication.
16. Discuss the characteristics of the media.
17. Differentiate traditional and new media.
18. Describe the process of communication.
19. What are the various stages of designing process?

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

Answer any **THREE** questions

20. Explain any two models of communication with necessary sketch?
21. Elaborate different types of perception with examples.
22. Trace the history of visual communication.
23. Explain the types of communication with examples.
24. Creativity is the key concept in visual communication - comment.

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