

Reg. No. : .....

D 113

Q.P. Code : [07 DVC 01]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Visual Communication

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the types of communication you have studied.
2. Elaborate on the process of mass communication.
3. Does advertising raise the standard of living of the consumer? Substantiate.
4. Public Relations is a planned process to build goodwill. Expand.
5. Explain the steps in the process of public opinion formation.

6. Do multicultural content in media help build rapport among nations of production and dissemination? Comment.

7. Wealthy nations that can afford production and distribution across continents have a sense of cultural dominance and superiority over the helpless poor audience of the lesser privileged nations by their programmes. Do you feel this to be true? Discuss.

8. Name any one model of communication studies and discuss its relevance.

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Reg. No. : .....

D 114

Q.P. Code : [07 DVC 02]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Visual Communication

WRITING FOR MEDIA

Time : Three hours

Maximum : 100 marks

Answer any five questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Distinguish writing for newspapers and magazines in terms of story telling and content categories.
2. Freelancing for print media has become highly professional. Amplify.
3. With increased radio listening, can development messages be effectively disseminated via this audio medium? Elaborate.

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4. Mention the characteristics of TV as a mass medium.
5. What are the qualities of internet content?
6. Why are editorial columns important to newspapers?
7. Compare a Tamil magazine with that of English in terms of content.
8. The script for reality shows in TV have become predictable and the style dull and repetitive. How to overcome this issue?

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**D 115**

**Q.P. Code : [07 DVC 03]**

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, DECEMBER 2010.**

First Year

Visual Communication

**ADVERTISING**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the social effects of advertising.
2. Elaborate on the functions of an ad agency.
3. Does advertising raise the standard of living of the consumer? Substantiate.
4. Mention the types of advertising you have studied.
5. What is an ad campaign? How is it planned for a product?

6. Discuss the code of professional ethics for an adman.

7. List the regulatory framework for advertising industry.

8. Explain the strategy of any one of the recent ads you liked for a consumer electronics good of your choice.

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