

Reg. No. :

D 2063

Q.P. Code : [07 DVC 01]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

First Year

Part III — Visual Communication

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. 'Communication is an integral part of human civilization and culture' Comment.
2. Describe the definition, nature and scope of the Communication?
3. Discuss in detail the model of Lass well with their merits and demerits?
4. Do you believe that advertising raises the living standards? Substantiate.

5. Explain in brief the difference between publicity, propaganda, lobbying and public relations.
 6. What is the importance of public opinion to public relations? How can public opinion be influenced by a PR practitioner?
 7. Do you consider that mass media has the role in the development process of a developing country? Discuss.
 8. Describe the effects of digitization on the nature of mass communication.
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B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

First year

Part III — Visual Communication

WRITING FOR MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. To write in a newspaper, what types of precautions one should take? Explain.
2. Differentiate between feature and article. Explain the difference with a short write-upon both of them.
3. Write a detail note on 'Radio writing'.
4. What type of writing is needed for television medium? Discuss about visual writing in detail.

5. Describe the media content as the power of media with suitable examples.
 6. What do you understand by interview? Present an imaginary interview with a person related to sports field and prepare ten questions.
 7. Elaborate on the basic qualities for a television journalist.
 8. How will you differentiate the writing for web from other media?. Write about characteristics of writing for websites.
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B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

First Year

Part III — Visual Communication

ADVERTISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Write an essay on the new shape and growth of advertising in India after 1990–1991.
2. Define Advertising Appeal. What are the various types of appeals? Give at least two examples of advertisements using the element affections.
3. Discuss in detail, the set-up and functions of a successful 'ad' agency.
4. Describe the functional areas of a Full Service Agency and discuss their role in the Advertisement Development Process.

5. Give comparative analysis of the Vodafone and Airtel advertising campaigns.
 6. "In a country like India, Radio is a better medium of advertising than the newspaper." Discuss this statement.
 7. Explain the setup and functional of DAVP.
 8. Discuss the concept of advertising in today's economic scenario.
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