

Reference
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Reg. No. :

D 1068

Q.P. Code : [07 DVC 01]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

First Year

Visual Communication

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "Communication is a basic need of human life". Elaborate this statement in reference to nature and importance of the communication.
2. Explain the Herald D. Lasswell and Shannon-weaver Models of Communication.
3. Discuss the concept of advertising in today's economic scenario.
4. Write a note on essential qualities and characteristics of a perfect public relations officer.

5. Public Relations is the planned effort to influence opinion through good character and responsible performance based upon mutually satisfactory two way communication. Analyze the Statement.
 6. What is the role of media in mass communication? Write its characteristics.
 7. What do you understand by Mass Communication? Write a note on Function, Process and Importance of Mass Communication.
 8. Discuss role of media in a democratic country like India with suitable examples.
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Reg. No. :

D 1069

Q.P. Code : [07 DVC 02]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

First year

Visual Communication

WRITING FOR MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What do you understand by an Article? Describe in detail.
2. Describe the different angles of writing?
3. What do you understand by editorial writing? What is its importance?
4. Describe the characteristics of writing for audio-visual media.
5. Discuss about the role of RJ in Radio Programme Production.

6. Frame 10 questions for a radio interview with the Chief Minister of your state.
 7. Explain the importance, strength and impact of web journalism.
 8. Write a feature on any topic of your choice in 300 words.
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Reg. No. :

D 1070

Q.P. Code : [07 DVC 03]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

First Year

Visual Communication

ADVERTISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define advertisement and explain its various types and media.
2. Discuss in detail, the objectives and functions of advertising.
3. Which are the main types of advertisement? Who are the target publics for them? Explain.
4. What is an advertising agency? Explain its organisational setup and functions.

5. What is an advertising campaign? Also explain various steps of an 'ad' campaign.
 6. Prepare an advertising campaign to arouse awareness against cruelty on women.
 7. Explain the social responsibility of advertising with examples.
 8. Discuss the functions of Advertising Council of India.
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