

Reg. No. : .....

**D 1620**

**Q.P. Code : [07 DVC 01]**

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

First Year

Part III — Visual Communication

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the nature and scope of communication.
2. Describe the mathematical model of communication.
3. Discuss the nature and scope of advertising.
4. What is mass communication? What are its major characteristics?
5. What possible influences do the mass media have on public opinion?

6. Define public relation. Explain goals and its functions.
  7. How communication to change the socio economic trend?
  8. Briefly explain about Berlo and Lasswell models.
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Reg. No. : .....

**D 1621**

**Q.P. Code : [07 DVC 02]**

(For the candidates admitted from 2007 onwards)

**B.Sc. DEGREE EXAMINATION, MAY 2014.**

**First Year**

**Part III — Visual Communication**

**WRITING FOR MEDIA**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**(5 × 20 = 100)**

1. Enlist Nature and characteristics of news paper. Write and it's readers' perception.
2. Briefly explain general and specialized magazine. How to satisfy the special magazine for target readers? Give examples.
3. How importance of audience participation in Radio medium? Discuss.

4. Televisions channels to telecast general and special audience programme, what are the special audience programme to reach the people? Why? Give examples.
5. What are the pros and cons of Internet users?
6. The growth of technology destroys the skills of a human being. Discuss.
7. Write short notes on: (a) Features and articles, (b) Freelancing, (c) what is the difference between radio jockeying and video jockeying.
8. How will you differentiate the writing for web from other media?

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**D 1560**

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

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

First Year

Part I – Visual Communication

ADVERTISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Advertising is a product of market economy – Comment.
2. What do you understand by public service advertising tone? Give examples.
3. Enlist Advertising agency structure and role.
4. Analyse the objectives of consumer advertising.
5. Discuss "Advertising and Ethical Violations".

6. What is Advertising research? Explain and its types.
  7. How is importance of tone and feel of advertising?
  8. How exploitation of women in advertising?
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