

(6 pages)

Reg. No. : .....

Code No. : 10539 E Sub. Code : CMVC 11

B.Sc. (CBCS) DEGREE EXAMINATION,  
APRIL 2023.

First Semester

Visual Communication – Core

INTRODUCTION TO VISUAL COMMUNICATION

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication means \_\_\_\_\_ information, feeling and thoughts, with others.  
(a) To receive (b) Exchange of  
(c) Conveying (d) All the above
2. How do people communicate to those who are of different languages?  
(a) Written Text (b) Mobile  
(c) Picture (d) Gestures

3. The three parts of encoding are creation, adaptation and \_\_\_\_\_.  
(a) Transmission (b) Reception  
(c) Transformation (d) Interpretation
4. Which is the most effective communication model that identifies the source message, content, channel, audience etc.?  
(a) Brown model  
(b) Donne Honey model  
(c) Harold Lasswel model  
(d) Westly model
5. The term Visual Literacy was first used by the writer \_\_\_\_\_ in 1968.  
(a) John Debes (b) Johnson  
(c) Messaris (d) Colbert
6. Colour has three characteristics: \_\_\_\_\_.  
(a) chroma, aid and brightness  
(b) chroma, aid and lightness  
(c) chrome, value and brightness  
(d) chroma, moral and value

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7. Which media does not make the use of eyes and ears simultaneously?

- (a) MMS
- (b) SMS
- (c) Cinema
- (d) TV advertisements

8. \_\_\_\_\_ are broad based communication systems that reach a large and diverse audience.

- (a) Social media      (b) Digital media
- (c) Mass media      (d) Electronic media

9. Scale, dimension, motion are some of the examples of visual \_\_\_\_\_.

- (a) Semantics      (b) Syntax
- (c) Symbols      (d) Signs

10. This primary level of communication, modification and distortion can take place, leading to \_\_\_\_\_.

- (a) Visual illusion      (b) Visual Image
- (c) Visual Perception      (d) Visual Culture

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write on the importance of visual communication.

Or

(b) Explain the types of communication.

12. (a) Explain Lasswell's theory.

Or

(b) Explain noise as a barrier to communication.

13. (a) What is imagination and creativity?

Or

(b) Explain the process of sensory perception.

14. (a) Describe popular culture and its importance.

Or

(b) What is the role of visual communication in this new era?

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15. (a) What are optical and visual illusions?

Or

(b) What are the key elements of visual structure?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the many levels of communication.

Or

(b) Differentiate between the characteristics of verbal and non-verbal communication.

17. (a) Describe briefly the three basic models of Communication.

Or

(b) Discuss Berlo's SMCR model with examples.

18. (a) Elaborate on colour psychology in design.

Or

(b) Discuss the role of designers in a digital era.

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19. (a) Discuss the functions of mass media in detail.

Or

(b) Examine the importance of mass communication in a developing country like India.

20. (a) Communication and culture are interrelated – Discuss.

Or

(b) Describe communication from the semiotic point of view.

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