

Reg. No. : .....

(6 pages)

Code No. : 20598 E Sub. Code : CMVC 11

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

First Semester

Visual Communication — Core

INTRODUCTION TO VISUAL COMMUNICATION

(For those who joined in July 2021–2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- Which of the following is the oldest medium of visual communication?  
(a) Typography (b) Cave paintings  
(c) Pictograms (d) Pottery
- Which one of the following do not provide entertainment to the targeted audience?  
(a) TV programmers  
(b) Magazines  
(c) Leaflets  
(d) Newspaper features
- The audience of satellite TV channel is \_\_\_\_\_  
(a) limited (b) massive  
(c) geographical (d) uniform
- \_\_\_\_\_ can be defined as the ability to construct meaning from visual images.  
(a) visual art  
(b) visual basic  
(c) visual literacy  
(d) visual ability
- Scale, dimension, motion are some of the examples of visual \_\_\_\_\_.  
(a) Semantics (b) Symbols  
(c) Syntax (d) Signs

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- What is Podcasting?  
(a) Traditional Broadcasting  
(b) Recording for Radio  
(c) Internet Radio  
(d) Digital Recording
- SMCR model of communication was postulated by  
(a) David Karter (b) David Delson  
(c) Lasswell (d) David Berlo
- The Encoding/Decoding model of communication was first developed by \_\_\_\_\_  
(a) Edward T.Hall (b) Stuart Hall  
(c) Richard Hall (d) Hoggart
- \_\_\_\_\_ given a choice by the brain, you will select the simplest and most stable from to concentrate on.  
(a) Proximity (b) Similarity  
(c) Continuation (d) Common fate
- The three types of signs are iconic signs, indexical signs and \_\_\_\_\_ signs.  
(a) Metonymic (b) Symbolic  
(c) Miscellaneous (d) Engraved signs

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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.

- (a) Identify the barriers in communication.  
Or  
(b) Describe the seven C's of communication.
- (a) Explain SMCR Model with an illustration.  
Or  
(b) Explain in detail about Helical Dance Model.
- (a) Explain the role of colour in Advertisements.  
Or  
(b) Give any three examples for optical and visual illusion.
- (a) Write the importance of print media.  
Or  
(b) Discuss the functions of formal and informal channels of communication.

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15. (a) What are the stages in visualizing?

Or

(b) What do you understand by visual thinking?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the history of Communication.

Or

(b) Classify the various types of communication.

17. (a) Describe briefly about the Shannon and Weaver model of communication with diagram.

Or

(b) Explain in detail about the Lasswell Model of communication with diagrams.

18. (a) Write the role of colour in PowerPoint presentations for different groups of audience.

Or

(b) Design a print advertising using the principle of design.

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19. (a) Write about New Media and its impact on society.

Or

(b) Discuss the various types of traditional media with examples.

20. (a) Describe visualization and creative thinking in designing.

Or

(b) What are the principles of design? Describe each principle with examples.

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