

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?

Reg. No. :

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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Reg. No. :

D 1622

Q.P. Code : [07 DVC 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Second Year

Part III — Visual Communication

COMMUNICATION MEDIA

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Compare and contrast News paper and magazine.
2. What are the pros and cons of private radio broadcasting?
3. Television is a very powerful communication tool. Discuss.
4. Discuss about Indian motion picture industry.
5. Explain about the Classification of social media.

6. Illustrate the structure of a newspaper organization.
 7. What is the difference between documentary films and feature film?
 8. What are the uses of ICT in Public and Private sector.
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Reg. No. :

D 1561

Q.P. Code : [07 DVC 05]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Second Semester

Part III — Visual Communication

GRAPHIC PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. How is modern printing technology different from that old one? Describe about them in detail.
2. Describe the modern lay-out in detail with citing example of a Newspaper.
3. What is type face? Describe various kinds of type face.
4. Discuss in detail main work done in the process of printing of newspaper.

5. What is block making? How will you make a half tone block?
 6. Mention the steps involved in achieving four color printing.
 7. Describe the concept of Digital Press and Software's involved in printing industry.
 8. Explain Digital Images with the help of bitmap images and vector graphics.
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Reg. No. :

D 1562

Q.P. Code : [07 DVC 06]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Second Year

Visual Communication

PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write about different type of still camera and its components with their functions.
2. What is three point lighting? Describe the different lighting techniques for still photography.
3. From pinhole camera of yesterday to a Digital still camera of today, photography has seen changes in equipment and process. What are those changes? Explain.

4. Give a brief description of a Modern Digital camera with a schematic diagram
 5. What do you understand by photoshop? What types of files are supported by Photoshop and what does the software do on those files? Discuss in detail with the help of example.
 6. Discuss the factors affecting file size of an image file. Also discuss the relation between file size and resolution of an image.
 7. Write various steps involved in the development of a GIF Animation in Adobe Photoshop. Draw line diagram to explain.
 8. List down the essential equipment's and budget needed for setting up a small budget studio.
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Reg. No. :

D 1563

Q.P. Code : [07 DVC 07]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Third Year

Part III – Visual Communication

AUDIOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss about the nature of sound waves and elements of Audio.
2. Describe the characteristics of mono and stereo sound and differentiate their process of broadcast.
3. Prepare a list of recording equipment's and write the characteristics of various types of microphones.
4. What are the various guiding principles in the use of microphones? Illustrate with suitable examples.

5. Write the process of high-fidelity audio recording and highlight the various standards of audio recording.
 6. Write an essay on the significance of sound effects and various types of sound effects with suitable examples.
 7. Describe various features and configurations of editing and mixing equipment's and tools.
 8. Define Digital Audio. Explain any Three Audio Attributes which change the effect of Audio.
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Reg. No. :

D 1564

Q.P. Code : [07 DVC 08]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2014.

Third Year

Part III — Visual Communication

COMMERCIAL BROAD COSTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE of the following.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss in detail the script format used in television and radio.
2. How to Attend a Reality TV Show Casting Call?
3. What is mood of colour? How make use of colour in ad film production in terms of costume, set graphics and more?
4. Define Sound track and discuss the five types of recording.

5. Describe the on-line and off-line process of editing in Non-linear editing technique.
 6. What is film budgeting? What are the tactics for cutting costs?
 7. Discuss Tasks and functions of production companies.
 8. Location filming has several advantages over filming on a studio set — Explain.
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Reg. No. :

D 1617

Q.P. Code : [07 DVC 09]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE, EXAMINATION, MAY 2014.

Third Year

Part III — Visual Communication

ELEMENTS OF FILM AND VIDEO PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Briefly explain about basic controls in Camera.
2. Describe the form and formula of screen play.
3. Write short notes on
 - (a) ENG.
 - (b) Color temperature.
 - (c) Atmospheric lighting.
 - (d) Composition.
4. Illustrate the size elements of the edit.

5. Write short notes on
- (a) OB Van.
 - (b) HDTV.
 - (c) IPTV.
 - (d) Communication satellites.
 - (e) DTH.
6. Illustrate basic three-point lighting techniques.
7. What is the role of
- (a) Director.
 - (b) Cinematographer.
 - (c) Floor manager.
 - (d) production manager.
8. Briefly explain about digital video camera types and its features.
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