

(6 pages)

Reg. No. :

Code No. : 6628

Sub. Code : ZVCM 11

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

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. _____ can be presented by face.
 - (a) Gestures
 - (b) Body Language
 - (c) Para Language
 - (d) Expressions

2. Written communication can be classified in which type of communication?
 - (a) Non-verbal
 - (b) Verbal
 - (c) Visual
 - (d) Pictorial
3. Study of body language is known as
 - (a) Kinesis
 - (b) Proximics
 - (c) Haptics
 - (d) Aesthetics
4. Non-verbal communication does not involve:
 - (a) Gestures
 - (b) Silence
 - (c) Words
 - (d) Space
5. What is gestalt?
 - (a) The brain organizes a simple. whole perception before realizing the sum of its parts
 - (b) The brain cycles through more data than we actually need so it simplifies it
 - (c) The brain never stops perceiving except during REM sleep
 - (d) The brain cannot find deeper meaning from stimuli
6. Ecological approach is related to
 - (a) Gregory theory
 - (b) Gestalt theory
 - (c) Gibson theory
 - (d) Kohler theory

7. The process where the meaning is deconstructed or 'read' by the audience
- (a) Semiotics (b) Decoding
(c) Denotation (d) Iconic Sign
8. _____ are the emotional suggestions of a word, that is not literal.
- (a) Denotation
(b) Connotation
(c) Semantics
(d) Syntactics
9. Which of the following is an essential characteristic of creativity?
- (a) Divergent thinking
(b) Impulsiveness
(c) Centration in thought
(d) Convergent thinking
10. The process of forming ideas from conception to implementation is known as
- (a) Ideation (b) Idealism
(c) Iconism (d) Idea

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define psychological barrier to communication.

Or

- (b) Identify different types of communication and write a note on it.

12. (a) List down the characteristics of visual communication.

Or

- (b) Analyze the different types of visual communication.

13. (a) Explain optical flow.

Or

- (b) Elaborate color and irradiation illusions.

14. (a) Discuss: (i) Sign (ii) Symbol.

Or

- (b) Explain about semiotics.

15. (a) What do you mean by Innovation? Elaborate.

Or

(b) Explain vertical thinking.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Analyze the scopes and functions of communication.

Or

(b) List and explain various barriers of communication.

17. (a) Discuss the advantages and disadvantages of visual communication.

Or

(b) Devise an essay on elements of multimedia.

18. (a) Differentiate short term memory and long-term memory.

Or

(b) Critically analyze Gregory's theory.

19. (a) Differentiate connotation and denotation in detail with suitable example.

Or

- (b) Critically analyze the significance of semiotic in visual communication.

20. (a) Summarize the process of developing ideas for different medium.

Or

- (b) Propose ideas for creative use of visual communication for an effective communication.
-

(6 pages)

Reg. No. :

Code No. : 6629

Sub. Code : ZVCM 12

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Visual Communication — Core

MEDIA PRODUCTION TECHNIQUES

(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. Basics elements of Video Editing are
 - (a) Capture
 - (b) Shot
 - (c) Timeline
 - (d) All of the above

2. Expand DOP
 - (a) Distance of photography
 - (b) Distance of photographers
 - (c) Director of photography
 - (d) Director of photoshop

3. What does MCR means?
 - (a) A Master Control Room
 - (b) Massive Control Room
 - (c) Master Call Room
 - (d) Master Convertor Room

4. Production planning takes place in which stage?
 - (a) Pre-production
 - (b) Post production
 - (c) Editing
 - (d) Dissemination

5. People watch documentaries in order to _____ the real world.
 - (a) learn about (b) forget about
 - (c) escape from (d) recall

6. Narration takes place in which stage of production?
- (a) Pre-production
 - (b) Shooting
 - (c) Post production
 - (d) Production
7. What do you mean by VFX?
- (a) Various effects
 - (b) Voluntary effects
 - (c) Visual effects
 - (d) Vocabulary effect
8. Clapboards are used for creating _____
- (a) Continuity
 - (b) Framing
 - (c) Fragmentation
 - (d) Analyzing
9. Which of the software is related to 3D animation?
- (a) Flash
 - (b) Page maker
 - (c) Maya
 - (d) Photoshop

10. Rigging is a
- (a) Process of creating skin
 - (b) Process of creating a skeleton
 - (c) Process of creating costumes
 - (d) Process of creating face

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Discuss the relevance of properties in media set.

Or

- (b) Analyze the significance of Mise-en-Scene.

12. (a) Discuss the roles and responsibilities of a news reader.

Or

- (b) Explain the significance of different talents in television production.

13. (a) Evaluate the role of narration/commentary in a documentary.

Or

- (b) “Documentary as a tool to examine social issues”. Discuss.

14. (a) Write a note on importance of clapboard in film production.

Or

- (b) Discuss the role of lighting in film production.

15. (a) Write a short note on animation and rendering.

Or

- (b) Explain the role of visual effects supervisor in animation film production.

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 function, role and skills needed for production crew.

Or

- (b) Examine the responsibilities of production designer in detail.

17. (a) Devise an essay on multiple camera production setup.

Or

(b) Distinguish between PCR and MCR.

18. (a) Analyze the different elements of a documentary script.

Or

(b) Discuss the importance of basic research in context of documentary production.

19. (a) List and explain various stages of film production in detail.

Or

(b) Distinguish between SFX and VFX in film production

20. (a) Discuss the role of story board in animation films.

Or

(b) Analyse the creative use of camera techniques in the production of animation film.

(6 pages)

Reg. No. :

Code No. : 6630

Sub. Code : ZVCM 13

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Visual Communication — Core

INTRODUCTION TO NEW MEDIA

(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. Which of the following are the characteristics of new media?
 - (a) Digital
 - (b) Interactive
 - (c) Virtual
 - (d) All of these

2. Which of the following is not the function of new media?
 - (a) Information
 - (b) Education
 - (c) Entertainment
 - (d) Fragmentation

3. Which of the following includes digital audio files?
 - (a) Webcasting
 - (b) Podcasting
 - (c) Unicasting
 - (d) Narrow casting

4. Who is the founder of Facebook?
 - (a) Jack Dorsey
 - (b) Mark Zuckerberg
 - (c) Noah Glass.
 - (d) Biz Stone

5. What is “Blog Category”?
 - (a) The type of content that will be present in the blog
 - (b) The frequency of blog post
 - (c) SEO technique
 - (d) None of these

6. What is blogging?
- (a) Creating photographic content
 - (b) Publishing a video/audio content on web
 - (c) Publish written content on a website
 - (d) All of these
7. Process of editing content to rank it better on Google search results is known as?
- (a) Search edit
 - (b) Google index updating
 - (c) Search engine optimization
 - (d) All of these
8. What is another term for Social media?
- (a) Advertising Socialization
 - (b) Consumer Generated Media
 - (c) Media Optimization
 - (d) Consumer Media Advertising
9. Which social media company has released its first human rights report?
- (a) Twitter
 - (b) Meta
 - (c) LinkedIn
 - (d) Snapchat

10. E-Chaupal is an initiative launched by
- (a) Wipro
 - (b) Microsoft
 - (c) ITC
 - (d) Department of IT

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a note on information communication revolution.

Or

- (b) Explain the importance of legal frameworks in India.

12. (a) Define :
- (i) Blog
 - (ii) Podcast.

Or

- (b) Write about the blue tick feature in Twitter.

13. (a) Write a short note on blogging and microblogging.

Or

- (b) Examine the difference between personal blog and political blog.

14. (a) Write a note on user generated content.

Or

(b) Articulate the role of social media in building communities.

15. (a) Discuss the relationship between social media and society.

Or

(b) Explain in detail about crowd sourcing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Speculate the significance of e-governance in the Indian context.

Or

(b) Compare and criticize the impact of new media vs old media.

17. (a) Trace the evolution of social media.

Or

(b) Examine various types of social media platforms used by teenagers.

18. (a) Write a note on content sharing and book marking.

Or

(b) Explain about creating and managing social media groups.

19. (a) Discuss the need for social media optimization.

Or

(b) What are the most common social media privacy issues? Discuss.

20. (a) Speculate the domains of application of social media.

Or

(b) Critically examine the representation of race and class in new media.

(6 pages)

Reg. No. :

Code No. : 6631

Sub. Code : ZVCM 14

M.Sc. (CBCS). DEGREE EXAMINATION,
NOVEMBER 2022.

First Semester

Visual Communication – Core

FUNDAMENTALS OF PHOTOGRAPHY

(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. What does DSLR stand for?
 - (a) Digital Standard Light Response
 - (b) Digital Single Lens Reflex
 - (c) Digital Standard Lens Reaction
 - (d) Digital Short Light Retrace

2. Find the odd one out.
- (a) Shutter Speed (b) ISO
(c) Depth of field (d) Aperture
3. _____ is the distance between the lens and the image sensor when the subject is in focus.
- (a) Aspect Length (b) Zoom length
(c) Focal Length (d) Depth of field
4. Mention the mode of shoot, if you want complete control of the camera settings?
- (a) Manual (b) Shutter-Priority
(c) Aperture-Priority (d) Auto
5. What will be the result with a higher ISO?
- (a) More noise
(b) Reduce the need for a flash
(c) Brighter exposure
(d) All of the above

6. What does SD Card stand for?
- (a) Secure Dynamic (b) Standard Dynamic
(c) Standard Digital (d) Secure Digital
7. Find the odd one out.
- (a) Studio strobe (b) Incandescent
(c) Sun light (d) Flash
8. Which one is brightest light in three-point lighting?
- (a) Key light (b) Fill light
(c) Background light (d) Back light
9. _____ the rule which related to photographic framing.
- (a) Rule of grid (b) Rule of exposure
(c) Rule of third (d) Rule of Frame
10. The process of composing a picture is Known as?
- (a) Making (b) Priming
(c) Cutting (d) Framing

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Differentiate between Aperture and Shutter.

Or

- (b) Explain the different functions of Photography.

12. (a) Write a note on Focal length.

Or

- (b) Examine Lens and its Characteristics.

13. (a) Explain (i) ISO (ii) Photographic Film

Or

- (b) Examine different types of film speed.

14. (a) Explain the functions of Flash.

Or

- (b) Differentiate indoor and outdoor light.

15. (a) Write a short note on Advertising Photography.

Or

- (b) Discuss Rule of Third in photography.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Appraise the types of still cameras.

Or

- (b) Summarize the parts and functions of still camera.

17. (a) Discuss the importance of Focus and Depth of field in Photography.

Or

- (b) Compare different types of Filters and its uses.

18. (a) Write a detailed note on film developing process.

Or

- (b) Distinguish various types of digital storage.

19. (a) List out different accessories of Lighting in photography.

Or

(b) Illustrate and explain Three-point lighting in detail.

20. (a) Create an essay on types of photography.

Or

(b) Compare Framing vs Composition in photography.

(6 pages)

Reg. No. :

Code No. : 6632

Sub. Code : ZVCM 21

M.Sc (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Visual Communication – Core

COMMUNICATION RESEARCH METHODOLOGY

(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. What is the name of the conceptual framework in which the research is carried out?
 - (a) Research hypothesis
 - (b) Synopsis of Research
 - (c) Research paradigm
 - (d) Research design

2. Which of the following features are considered as critical in qualitative research?
 - (a) Collecting data with the help of standardized research tools.
 - (b) Design sampling with probability sample techniques.
 - (c) Collecting data with bottom-up empirical evidence.
 - (d) Gathering data with top-down schematic evidence.

3. How is random sampling helpful?
 - (a) Reasonably accurate
 - (b) An economical method of data collection
 - (c) Free from personal biases
 - (d) All of the above

4. Research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?
 - (a) Descriptive survey method
 - (b) Historical method
 - (c) Ex-post facto method
 - (d) Experimental method

5. In order to pursue the research, which of the following is priorly required?
 - (a) Developing a research design
 - (b) Formulating a research question
 - (c) Deciding about the data analysis procedure
 - (d) Formulating a research hypothesis

6. The format of thesis writing is the same as in
 - (a) Writing of Seminar representation
 - (b) Preparation of research paper/article
 - (c) A research dissertation
 - (d) Presenting a workshop/conference paper

7. Which one among the following statements is false in the context of participatory research?
 - (a) It recognizes knowledge as power
 - (b) It is a collective process of inquiry
 - (c) It emphasizes people as experts
 - (d) Its sole purpose is the production of knowledge

8. Which of the following does not correspond to characteristics of research?
 - (a) Research is not passive
 - (b) Research is systematic
 - (c) Research is not a problem-oriented
 - (d) Research is not a process

9. The main aim of scientific method in research field is to
- (a) Improve data interpretation
 - (b) Confirm triangulation
 - (c) Introduce new variable
 - (d) Eliminate spurious relations
10. How to judge the depth of any research?
- (a) By research title
 - (b) By research duration
 - (c) By research objectives
 - (d) By total expenditure on research

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Define Research.
- Or
- (b) List some of the thrust areas in media research.
12. (a) What is a hypothesis?
- Or
- (b) Briefly explain sampling error.

13. (a) Define nominal data.
Or
(b) Write a short note on the importance of literature Review.
14. (a) Define non-experimental research.
Or
(b) Write a short note on the characteristics of qualitative research.
15. (a) What is a sample? Why is sample importance in research?
Or
(b) Define parametric statistics.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Write a detail on the need for media analysis.
Or
(b) Explain the importance of new media in research.
17. (a) What are the different types of hypotheses?
Or
(b) How to create research questions?

18. (a) What are the observation techniques used in research?

Or

(b) List different tools used for data collection?

19. (a) Write a detail note on importance of case study approach.

Or

(b) Differentiate between descriptive and analytical research.

20. (a) What are the applications of non-parametric statistics test?

Or

(b) Write a detail note on ethics in conducting media research.

(6 pages)

Reg. No. :

Code No. : 6633

Sub. Code : ZVCM 22

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Visual Communication — Core

MEDIA MANAGEMENT

(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. Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the _____ of media enterprises
 - (a) Leader ship
 - (b) Security
 - (c) Gatekeeper
 - (d) Administrator

2. Editor is involved in _____ process with management.
- (a) None of the (b) Policy making
(c) Assistance (d) Association
3. Concentration of _____ is a process whereby progressively fewer individuals or organizations control increasing shares of the mass media.
- (a) Media convergence (b) Media ownership
(c) Media reception (d) Media convenient
4. An _____ is when a few firms dominate a market.
- (a) Ownership (b) Outfit
(c) Oligopoly (d) Airlines
5. Organizational behaviour is
- (a) A science
(b) An art
(c) A science as well as an art
(d) None of the above
6. Which one of the following is not a media vehicle?
- (a) Leaflet (b) TV
(c) Conference Hall (d) Internet

7. Which of the following is not type of advertising?
- (a) Editorial
 - (b) Advertorial
 - (c) Classified ads
 - (d) Display ad
8. Advertising revenue and _____ revenue is backbone of newspaper's finance.
- (a) Share
 - (b) Circulation
 - (c) Saving
 - (d) Value
9. Events can be classified on the basis of their
- (a) Size, type and context
 - (b) Location
 - (c) Budget
 - (d) Chief Guest
10. Who ensures that the team sticks to the budget of the event?
- (a) Event Planner
 - (b) Event coordinator
 - (c) Event Assistant
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the role of circulation department in a media house.

Or

- (b) What are the fundamentals of media management?

12. (a) Define oligopoly.

Or

- (b) What do you mean by private limited company?

13. (a) Define media organization.

Or

- (b) What do you mean by documentation?

14. (a) Define capital cost.

Or

- (b) Describe sponsorship with example.

15. (a) Explain the importance of creativity in event management.

Or

- (b) What do you mean by advertising campaign?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Write a short note on media as an industry and profession.

Or

- (b) Describe the structure and function of media departments.

17. (a) What are the different types of media ownership?

Or

- (b) What do you mean by franchise? Explain with an example.

18. (a) Elaborate the theories of organizational behavior.

Or

- (b) What do you mean by group dynamics? Explain with example.

19. (a) Elaborate the reason for companies to sponsor.

Or

(b) What are the major sources of media revenues?

20. (a) Explain the growing importance of events with examples.

Or

(b) What are the different types of events?

(6 pages)

Reg. No. :

Code No. : 6634

Sub. Code : ZVCM 23

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Visual Communication — Core

DEVELOPMENT 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. Development communication refers to the combination of actions by
 - (a) government
 - (b) donors
 - (c) civil society
 - (d) all of the given options

2. Which of the following was presumed to equate to Westernization?
 - (a) Transformation (b) Revolution
 - (c) Modernization (d) Insurrection

3. What is Not true for public service broadcasting?
 - (a) Universal appeal
 - (b) Attention to minorities
 - (c) National identity and community
 - (d) Focus on rural (remotest) areas

4. Which of the following is sufficient to address communication problems?
 - (a) Media buying
 - (b) Media training
 - (c) Development communication
 - (d) Propaganda

5. The practice of development support communication is a _____ process
 - (a) Multi-sectoral
 - (b) Uni-sectoral
 - (c) Bi-sectoral
 - (d) Tri-sectoral

6. The aim of development communication is to find strategies
- (a) For mobilizing people
 - (b) For mobilization of resources
 - (c) For development goals
 - (d) All of the given options
7. The media were _____ of modernization
- (a) Channels
 - (b) Indicators
 - (c) Both Channels and Indicator
 - (d) Neither channel nor indicators
8. ICT stands for
- (a) Indian Communication Technology
 - (b) Italian Communication Technology
 - (c) India's Connected Technology
 - (d) Information Communication Technology
9. In a new view of development, communication is
- (a) An important catalyst for change
 - (b) An important cause of change
 - (c) The only catalyst of change
 - (d) Not important in bring change

10. What is the most typically used measure of country's level of development?
- (a) Technological innovation
 - (b) Mobility
 - (c) Income
 - (d) Gender equity

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define development.
- Or
- (b) What are the functions of development communication?
12. (a) What do you mean by social change?
- Or
- (b) Discuss the concept of modernization.
13. (a) 'Writing development messages for rural audience' – Discuss
- Or
- (b) Discuss the barriers in effective communication.

14. (a) What is the importance of family welfare?

Or

(b) Elaborate your understanding about Panchayati Raj.

15. (a) Discuss the importance of studying development communication.

Or

(b) How is communication related to development?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss Gandhian model of development.

Or

(b) What are the different approaches in development?

17. (a) Discuss about the development dichotomies.

Or

(b) What are the characteristics of a developing society?

18. (a) Elaborate the specific requirements of media writing with examples.

Or

(b) Discuss the cultural barriers in development communication.

19. (a) Write a short note on developmental agriculture and rural extension agencies.

Or

(b) Explain the role of non-governmental organizations in development.

20. (a) Discuss development communication in internet era.

Or

(b) What do you mean by participatory approach in development communication model?

(6 pages)

Reg. No. :

Code No. : 6635

Sub. Code : ZVCM 24

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Visual Communication – Core

WRITING FOR MEDIA

(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. Which media is publicly trusted and reliable?
 - (a) Electronic media
 - (b) Social media
 - (c) Print media
 - (d) All of the above

2. Print media constantly keeps an eye on _____ developments in the world.
- (a) Current
 - (b) Old
 - (c) Rumor
 - (d) Society
3. What is editorial?
- (a) Piece of interview
 - (b) A point of view of the newspaper
 - (c) One-sided approach of the government
 - (d) None of these
4. These are human-interest pieces that generally focus on people, place, and things
- (a) News story
 - (b) Features story
 - (c) Editorial column
 - (d) Blog post
5. Words used in radio programs are _____ words.
- (a) Spoken
 - (b) Written
 - (c) Symbolic
 - (d) None

6. Basic rules of a radio script are
- (a) Use simple words
 - (b) Use short sentence
 - (c) Use active voice
 - (d) All of these
7. A good translation is a translation that provides an _____ message of the SLtext in the target language.
- (a) Opposite
 - (b) Equivalent
 - (c) Irrelevant
 - (d) Wrong
8. The _____ has been translated into many languages since ages.
- (a) Books
 - (b) Bible
 - (c) Bhagavat Gita
 - (d) Koran

9. What is fair, neutral reporting called in context to news reporting?
- (a) Truth and accuracy based
 - (b) Biased
 - (c) Subjective
 - (d) Entertaining
10. Duration of news bulletin varies from?
- (a) 2 mins
 - (b) 5 mins to 30 mins
 - (c) Unlimited
 - (d) None of these

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What do you mean by accuracy?

Or

- (b) Define clarity in media writing.

12. (a) Discuss the importance of news writing for print media.

Or

(b) What are the basic elements of writing?

13. (a) Define electronic media.

Or

(b) What are the qualities of New Media?

14. (a) What do you mean by word-to-word translation?

Or

(b) Define summarized translation.

15. (a) How to write good headline?

Or

(b) Define newsworthiness of a event.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) List and explain about the various kind of media writing.

Or

(b) Draft an essay on essentials of good writing.

17. (a) Discuss the importance of five W's and one H in writing a news story.

Or

- (b) How to write a feature page? Briefly explain.

18. (a) What are the elements for radio news script?

Or

- (b) Write a script for a radio program of your choice.

19. (a) Elaborate the importance of translation in journalism.

Or

- (b) Explain the nature and norms of translation.

20. (a) What is difference between writing for print media and electronic media?

Or

- (b) List and explain about types of editorial.

(6 pages)

Reg. No. :

Code No.: 6636

Sub. Code: ZVCM 25

M.Sc.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Visual Communication — Core

THEORIES OF VISUAL ANALYSIS

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Semiotics is _____
 - (a) Study of signs
 - (b) Study of symbols
 - (c) Study of Language
 - (d) None of the above

6. Formal Criticism is associated with the structure of
- (a) Content
 - (b) Literary Theory
 - (c) Myth
 - (d) Form
7. What is “Post-Modernism”?
- (a) A term used to describe contemporary cultural production
 - (b) A literary movement concerned with extreme self-reflexivity
 - (c) An attempt to break down the barriers between high and low culture
 - (d) All of the above
8. The movement associated with Modernism is _____
- (a) Dadaism
 - (b) Symbolism
 - (c) Vorticism
 - (d) All the above

9. In Postmodernism ‘universal truths’ may be abolished. What is universal truth?
- (a) Time
 - (b) Right vs. Wrong
 - (c) Life has ups and downs
 - (d) All of the above
10. A slam poem is an example of _____
- (a) Postmodernism
 - (b) Romanticism
 - (c) Modernism
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write the process of semiotic analysis of a media text.

Or

- (b) Define: Visual Codes.

12. (a) Outline the various types of Gaze in media texts.

Or

- (b) Examine the historical development of psychoanalysis.

13. (a) What is Post-feminism?

Or

(b) Write about the psychosexual stages.

14. (a) Discuss the impact of post-colonialism on media values.

Or

(b) What is postmodernist approach to media?

15. (a) Explain the role of ideology in media.

Or

(b) Elaborate Marxist media theory in detail.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Illustrate and explain Saussure's model.

Or

(b) List and explain about the types of semantics.

17. (a) The visual media display gender bias by catering to the male gaze. Discuss

Or

(b) Discuss the uses of psychoanalysis as a tool for visual analysis.

18. (a) Explain with examples how women are portrayed in media.

Or

(b) Draft an essay on third world feminism.

19. (a) List and explain about the types of post modernism.

Or

(b) Examine the colonialism and post colonial approach in detail.

20. (a) Popular media reinforces the dominant ideology — Discuss.

Or

(b) Elaborate Apparatus theory in detail.

(6 pages)

Reg. No. :

Code No. : 6637

Sub. Code : ZVCM 31

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Visual Communication – Core
INFORMATION AND COMMUNICATION
TECHNOLOGY

(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. Wireless transmission can be done via
 - (a) Radio waves
 - (b) Micro waves
 - (c) Infrared
 - (d) All the above

2. Find the odd one out:
 - (a) E-Governance
 - (b) E-Commerce
 - (c) E-Learning
 - (d) Email

3. Which of the following describes E-Commerce?
- (a) Doing business electronically
 - (b) Doing business
 - (c) Sale of goods
 - (d) All the above
4. Which of the following domain is used for Educational Institution?
- (a) .in
 - (b) .com
 - (c) .edu
 - (d) .net
5. A blog that is maintained using a mobile phone.
- (a) Moblog
 - (b) Blogmob
 - (c) Blomob
 - (d) Mobile media
6. _____ is not the characteristic of web journalism.
- (a) Immediacy
 - (b) Interactivity
 - (c) Intimacy
 - (d) Internet
7. Unwanted messages sent into the email boxes of hundreds of users.
- (a) Spam
 - (b) Scroll
 - (c) Virus
 - (d) Firewall

8. _____ is a legal right that grants the creator of original work exclusive rights for its use and distribution.
- (a) Defamation (b) Copyright
(c) Trademark (d) Watermark
9. Which among the following can be the disadvantages of using ICT in education?
- (a) Collaborative learning
(b) Motivation
(c) Privacy theft
(d) Experience
10. Information and Communication Technology (ICT) not comprises of
- (a) Online learning
(b) Offline learning
(c) Learning through Mobile application
(d) Web based learning

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What do you mean by communication model?

Or

- (b) Draft an essay on Mass media and modern society.

12. (a) Define: Information flow.

Or

- (b) Explain in detail about OSI model.

13. (a) Differentiate ROM and RAM.

Or

- (b) Expand and explain : URL.

14. (a) What do you mean by digital marketing?

Or

- (b) Expand and explain: UPI.

15. (a) List and explain about various types of marketing.

Or

- (b) Write a detail note on E-Mail.

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 development of telecommunication system and various modes of communication.

Or

- (b) Examine the usage of ICT in Education.

17. (a) Draft an essay on Information Transfer Cycle.

Or

- (b) “Visual thinking – to create shared vision” – Argue.

18. (a) Enumerate the importance ICT in Database retrieval.

Or

(b) Illustrate and explain computer network.

19. (a) Categorize the types of telecommunication system.

Or

(b) Draft an essay on Database Management System.

20. (a) Discuss the concept of E-governance.

Or

(b) Explain in detail about virtual teaching and learning.

(6 pages)

Reg. No. :

Code No. : 6638

Sub. Code : ZVCM 32

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Visual Communication – Core

WORLD CINEMA

(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. Which director is also called as master of suspense?
 - (a) Martin Scorsese
 - (b) Woody Allen
 - (c) Steven Spielberg
 - (d) Alfred Hitchcock

2. Which was the first India's talkie film?
- (a) Alam Ara
 - (b) Pundlik
 - (c) Raja Harishchandra
 - (d) Nal Damayanti
3. Charlie Chaplin movies started using sound in the year _____.
- (a) 1935
 - (b) 1940
 - (c) 1945
 - (d) 1934
4. The Movie 'The Godfather' wins the Oscar for Best Picture in the year
- (a) 1969
 - (b) 1970
 - (c) 1972
 - (d) 1975
5. Bicycle Thieves is directed by
- (a) Vittorio De Sica
 - (b) Robert Wiene
 - (c) Sergie Eisenstein
 - (d) Steven Spielberg

6. Which among the following is an element of film?
- (a) Camera angles
 - (b) Editing
 - (c) Sound
 - (d) All of the above
7. Kim Ki Duk is a ————— Film maker.
- (a) Russian (b) English
 - (c) South Korean (d) Indian
8. When was Bharat Ratna Awarded to Satyajit Ray?
- (a) 1990 (b) 1991
 - (c) 1992 (d) 1993
9. The first silent film in tamil —————.
- (a) Keechaka Vadham
 - (b) Kalidas
 - (c) Kaalinga Marthanam
 - (d) Markandeya
10. Which was the first south Indian film released in Japan?
- (a) Muthu (b) Padaiyappa
 - (c) Batcha (d) Veera

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Trace the birth of cinema.

Or

- (b) What is Nickelodeon famous for?

12. (a) What do you mean by HD?

Or

- (b) Write a detail note on Second World War era in cinema.

13. (a) Explain the concept of experimental Film.

Or

- (b) What do you understand by the term New Wave Film?

14. (a) Discuss - Film certification in India.

Or

- (b) Write a note on Film society.

15. (a) Who is K. Balachandar?

Or

(b) Examine the growth of Tamil cinema.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Summarize a detail note on Hollywood cinema.

Or

(b) Draft an essay about Thomas Alva Edison and his contribution to cinema industry.

17. (a) Examine the role of cinema in our modern society.

Or

(b) Explain :

(i) Film Culture

(ii) Film Genre

18. (a) Give a brief note on Iranian Cinema.

Or

(b) Define : (i) Surrealism (ii) Neo Realism.

19. (a) Draft a review of any Indian cinema.

Or

(b) Portray the importance of Mise-en-scene with examples.

20. (a) List and explain about the pioneers of Tamil Cinema.

Or

(b) Draft a detail note on recent trends in Tamil Cinema.

(6 pages)

Reg. No. :

Code No. : 6639

Sub. Code : ZVCM 33

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Visual Communication –Core

COMMERCIAL BROADCASTING

(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. In which stage, ideas for a film generated?
 - (a) Pre-Production Stage
 - (b) Production Stage
 - (c) Development Stage
 - (d) Post-Production Stage

2. Who is responsible for finding the script, hiring a director and talent, and securing finance?
 - (a) Executive Producer
 - (b) Director
 - (c) Production Assistant
 - (d) Producer

3. Video program is often structured for a _____ audience.
 - (a) Passive (b) Active
 - (c) Restrictive (d) None of the above

4. Listing of the date and time of events, programs, equipment, tests, malfunctions and corrections in communications system
 - (a) Reporting (b) Documentation
 - (c) Log (d) File

5. What class of TV camera lens used to cover short distances?
 - (a) Normal (b) Wide angle
 - (c) Telephoto (d) Zoom

6. Television has a lot of features in common with
 - (a) FM stereo (b) Telephone service
 - (c) Motion picture (d) Magazine

7. All props used in the film are identified, acquired and maintained by
- (a) Prop Master
 - (b) Production Designer
 - (c) Assistant Director
 - (d) Director
8. Tape to tape is also known as
- (a) Linear Editing
 - (b) Non-Linear Editing
 - (c) Film splicing
 - (d) Live Editing
9. A short form of a TV programme is called
- (a) Portfolio
 - (b) Proportion
 - (c) Pictograph
 - (d) Pod buster
10. 10-Second ads that appear over the bottom of the screen during a TV show is known as
- (a) Overlay
 - (b) Infomercials
 - (c) Product Placement
 - (d) Television Commercials (TVC)

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a note on agency interpretation.

Or

(b) Define the process of Media approval.

12. (a) What do you mean by film formats?

Or

(b) How do you choose production team? Explain.

13. (a) Define : Post Scoring.

Or

(b) What is Mise-in-scene?

14. (a) Expand and explain : VFX.

Or

(b) List down the video editing techniques in detail.

15. (a) Write a detail note on budgeting.

Or

(b) Define : Commercial Production.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the various process of developing ideas for TV content.

Or

(b) Discuss in detail about the important elements of script.

17. (a) List and explain the various stages of pre production.

Or

(b) Who is script writer? List their role in pre production.

18. (a) Examine the process of making TV commercials.

Or

(b) Differentiate set shooting and location shooting with examples.

19. (a) Expand and explain : NLE.

Or

(b) Summarize the various process of Post Production.

20. (a) Examine the future of TV commercial in detail.

Or

(b) Discuss in detail about the factors affecting budget.

(6 pages)

Reg. No. :

Code No. : 6640

Sub. Code : ZVCM 34

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Visual Communication —Core

CONTEMPORARY MEDIA TRENDS

(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. Which of the following is not Broadcast media
(a) Radio (b) TV
(c) Newspaper (d) Film
2. The first page of a site
(a) Home page (b) Open
(c) Search page (d) Delete page

3. What is multimedia?
- (a) Moving images and text
 - (b) Images and Audio
 - (c) Integration of still moving images, text and sounds
 - (d) Programs that combine text and images on a television screen
4. OSI stands for in networking
- (a) Open Space Interconnection
 - (b) Open Systems Interconnection
 - (c) Open Space Interface
 - (d) Open System Internet
5. What is a "vlog"?
- (a) Video Log (b) Video blog
 - (c) Log of blog activity (d) Virtual blog
6. _____ is the term updates by Twitter users.
- (a) Tweets (b) Tweats
 - (c) Twinks (d) Posts

7. Face book was found on _____.
- (a) 2004 (b) 2005
(c) 2000 (d) 2002
8. Which of the following is not the function of New Media?
- (a) Information (b) Education
(c) Entertainment (d) Fragmentation
9. Which are the online communication tools?
- (a) Video Conferencing
(b) Webcasting
(c) Podcasting
(d) All of the above
10. According to Face book law, what is the minimum age of a person to have a facebook profile?
- (a) 18 years (b) 21 years
(c) 13 years (d) 16 years

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define the objectives and functions of Press Council.

Or

- (b) Examine the characteristics of Television.

12. (a) Write short notes on Multimedia elements.

Or

- (b) List and explain about various audio file formats.

13. (a) Define : Instagram.

Or

- (b) Write short notes on e-governance.

14. (a) What do you mean by book marking?

Or

- (b) Appraise the impact of social media in India.

15. (a) Draft an essay on Violence against women.

Or

(b) Explore the problems faced by Girl child and women in recent days.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Draft an essay on citizen journalism.

Or

(b) Define : (i) blog (ii) twitter.

17. (a) Examine the various layers of OSI model.

Or

(b) Explain about web servers and web browsers in detail.

18. (a) Draft an essay on new media technology.

Or

(b) List and explain about the types of social networks.

19. (a) Examine the characteristics of social media.

Or

(b) Discuss the growth of New Media technologies.

20. (a) 'Media should have self regulations'. Do you agree? – Discuss.

Or

(b) Examine the various issues in media covering social issues.

(6 pages)

Reg. No. :

Code No. : 6641

Sub. Code : ZVCM 35

M.Sc. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Visual Communication – Core

COMPUTER GRAPHICS MEDIA DESIGN

(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. DTP Stands for _____.
 - (a) Desk Top Poster
 - (b) Desk Top Publishing
 - (c) Distant Top Poster
 - (d) Direct Top Publish

2. Find the odd one.
(a) Adobe photo shop (b) Corel Draw
(c) MS office (d) Monitor

3. _____ refers to the lightness or darkness of a color.
(a) Shape (b) Texture
(c) Value (d) Intensity

4. The equal distribution of visual weight in a design is known as _____.
(a) Balance (b) Emphasis
(c) Value (d) Space

5. Which can be used for quick access to commonly used commands and tools?
(a) Toolbar (b) Menu bar
(c) Title bar (d) Status bar

6. Adobe photo shop and Ms office are example of:
(a) System software
(b) Application software
(c) Operating system
(d) Device driver

7. What is the shortcut key to combine selected objects in Corel Draw?
(a) Ctrl + Q (b) Ctrl + K
(c) Ctrl + Y (d) Ctrl + L
8. Which of the following submenu convert the .cdr file to .jpeg format?
(a) Filter (b) Export
(c) Import (d) Text
9. _____ key is used to merge layers in Photo shop.
(a) Ctrl + E (b) Ctrl + M
(c) Ctrl + D (d) Ctrl + G
10. Photoshop is a _____ Graphic software.
(a) Pixel (b) Vector
(c) Bitmap (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain Multimedia and its applications.

Or

- (b) Discuss about Operating System in detail.

12. (a) Compose a note on typography.

Or

(b) Explain the nature and scope of graphic communication.

13. (a) Examine the features and Utility of MS Excel in detail.

Or

(b) Write a note on MS Word.

14. (a) Describe the features and tools of Corel Draw.

Or

(b) Discuss the relevance of Corel Draw Software in media industry.

15. (a) Explain : (i) Retouching (ii) Animation.

Or

(b) Write a note on special effects in adobe photoshop.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Criticize the impact of computer on media industry.

Or

- (b) Write an essay on history and generation of computers.

17. (a) Speculate the significance of Graphic communication in Media context.

Or

- (b) Analyze the role of computers in designing.

18. (a) Create an essay on MS Office and its applications.

Or

- (b) Critically explain the role of PowerPoint in educational sector.

19. (a) Interpret the use of Corel Draw based on its special effects and supporting components.

Or

- (b) Distinguish vector and raster design software with their features.

20. (a) Analyze the significance of photoshop in designing field.

Or

(b) Write an essay on tools and features of adobe photoshop.
