

Reg. No. :

D 113

Q.P. Code : [07 DVC 01]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Visual Communication

INTRODUCTION TO COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the types of communication you have studied.
2. Elaborate on the process of mass communication.
3. Does advertising raise the standard of living of the consumer? Substantiate.
4. Public Relations is a planned process to build goodwill. Expand.
5. Explain the steps in the process of public opinion formation.

6. Do multicultural content in media help build rapport among nations of production and dissemination? Comment.
7. Wealthy nations that can afford production and distribution across continents have a sense of cultural dominance and superiority over the helpless poor audience of the lesser privileged nations by their programmes. Do you feel this to be true? Discuss.
8. Name any one model of communication studies and discuss its relevance.

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Q.P. Code : [07 DVC 02]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Visual Communication

WRITING FOR MEDIA

Time : Three hours

Maximum : 100 marks

Answer any five questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Distinguish writing for newspapers and magazines in terms of story telling and content categories.
2. Freelancing for print media has become highly professional. Amplify.
3. With increased radio listening, can development messages be effectively disseminated via this audio medium? Elaborate.

4. Mention the characteristics of TV as a mass medium.
5. What are the qualities of internet content?
6. Why are editorial columns important to newspapers?
7. Compare a Tamil magazine with that of English in terms of content.
8. The script for reality shows in TV have become predictable and the style dull and repetitive. How to overcome this issue?

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Q.P. Code : [07 DVC 03]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

First Year

Visual Communication

ADVERTISING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Describe the social effects of advertising.
2. Elaborate on the functions of an ad agency.
3. Does advertising raise the standard of living of the consumer? Substantiate.
4. Mention the types of advertising you have studied.
5. What is an ad campaign? How is it planned for a product?

6. Discuss the code of professional ethics for an adman.
7. List the regulatory framework for advertising industry.
8. Explain the strategy of any one of the recent ads you liked for a consumer electronics good of your choice.

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Q.P. Code : [07 BVC 04]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

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. Do you find objective reporting in Tamil press even though we have a dozen dailies and magazine? Explain why this trend has afflicted language press.
2. Delineate the program content and style of presentation in AIR broadcast
3. What is seen on the Television is reflected in the behavior of youth – Give your critical comment.

4. Examine the role and responsibility of Prasar Bharathi in controlling Government broadcast.
5. Tamil films have started reflecting realities. This will pave way slowly from newer and bolder initiatives away from formulaic ventures. Expand
6. Do films require a strong political message? Is it needed in Indian scenario? Present your arguments.
7. The Internet has made possible entirely new forms of social interaction, activities and organizing. Explain
8. Critically examine the news concepts in the context of emerging trends in media. Substantiate your arguments with suitable examples.

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Q.P. Code : [07 DVC 05]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

Part III — Visual Communication (Electronic Media)

GRAPHIC PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the different types of composing in graphic and printing process.
2. How computer did replaces all existing printing technology? Explain.
3. Analyse the page layout, photograph and printing technology of your institutional magazine.
4. Prepare eight page dummy for your college/university/department magazine.

5. How typography would useful for use of digital printing technology? Describe.
6. Colour page printing has become places in dailies. Explain the four colour printing process.
7. Cover page is the window to the contents. How careful one should be in designing the cover of a magazine?
8. What is photogravure? Explain the technology used for printing photos and graphics in digital era.

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Q.P. Code : [07 DVC 06]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Second Year

**Part III — VISUAL COMMUNICATION
(Electronic Media)**

PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 x 20 = 100)

1. Discuss the basic principles guiding colour photography.
2. Discuss the importance of light in photography. What are the types of lighting techniques used in indoor shootings?
3. Examine the special skills involved in fashion photography.

4. Describe the various stages in development of a photograph.
5. 'Shapes helps convey the nature of a subject in a photograph not just what it is, but what it is like'-- argue.
6. Describe some of the techniques used to create special effects.
7. Discuss the job opportunities for photographers in India.
8. Express your views on digitalization of photo journalism.

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Q.P. Code : [07 DVC 07]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Third Year

Visual Communication (Elect. media)

AUDIOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

Each in Essay form.

1. Describe the physiology of hearing sound.
2. Quality of sound infont through a uniorganism will determine quality of recording and its output. List the types of unics you have studied.
3. What is a mixing console? What are the options in it? How does it function while recording?
4. List some sound editing techniques you have studied.

5. Describe the importance of audio dubbing in Video production.
6. How can sound files transferred? What are the file formats you know? Name them and explain any one type in detail.
7. How are analog audio tapes converted to digital format?
8. What is an equalizer? How does it function to improve reception of sound?

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Q.P. Code : [07 DVC 08]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Visual Communication

COMMERCIAL BROADCASTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the various shot composition with suitable illustrations.
2. What are the different stages of production? Explain the pre-production process.
3. What is post production? Explain various types of editing?
4. Explain the working principle of dynamic microphone and condenser microphone.
5. A blind man who is planning to climb a mountain. How would you plan for production to interview him?

6. How do you conduct research to introduce a new programme in Private commercial FM radio in your city?
7. 'Telecasting has various types and production standards with directorial touch'- explain this with suitable justification
8. In a park, Mr. A and Mr. B are talking to each other by sitting in the park bench. In the park some body walking across them, they are looking two persons while crossing them. Mean time Mr. C coming towards Mr. A and B. Now Mr. A Mr. B and Mr. C talking each other. After sometime, Mr. B leaves from the field and Mr. A and Mr. C are talking to each other.
 - (a) Give a detailed shooting script with story board (not less then 15 shots).
 - (b) How will you maintain the eye contact and line of action (180 degree) with two characters and three characters?

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Q.P. Code : [07 DVC 09]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2010.

Third Year

Part III — Visual Communication Electronic Media

ELEMENTS OF FILM AND VIDEO PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each in Essay form.

(5 × 20 = 100)

1. Describe the parts of a digital camera and explain the functions of any five in detail.
2. What is a storyboard? How does it help in programme planning?
3. Mention the role and responsibility of a director of production.
4. Define composition in film production.

5. Documentary film making has grown into a specialization of its own. Elaborate.
6. Discuss NLE as a tool of video production.
7. Describe multi camera production set up of a programme of your choice.
8. Lighting is an important aspect of film and video production. Elaborate.