

**UG-A-1247**

**BVC-05X**

**B.Sc. DEGREE EXAMINATION —  
JULY 2022.**

**Visual Communication**

**[From CY 2020 to AY 2020 Batches onwards]**

**Second Year**

**BASIC PHOTOGRAPHY**

**Time : 3 hours**

**Maximum marks : 70**

**PART A — (3 × 3 = 9 marks)**

**Answer any THREE questions out of five questions in  
100 words.**

1. What is ISO? How is it useful in photography?
2. What is aperture?
3. Write any two unique advantage of DSLR camera.
4. Draw a diagram and discuss the features of pin-hole images.
5. What is the main purpose of white balance?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out five questions in  
200 words.

6. Discuss any four technical features of photographic image.
7. Discuss the importance of light and colour in photography.
8. Define the term shutter speed. Explain how slow and fast shutter speed are useful in photography.
9. Discuss the photo editing techniques.
10. What is the role of light meters in photography?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven question in  
500 words.

11. Discuss the recent trends in photography.
12. Discuss the elements of photography.
13. Discuss any four technical features of photographic image.
14. Draw suitable sketches and explain the rule of thirds. What effect does it have on the photographic image?

15. Write a detailed notes on different types of shots.
  16. What is role of zoom lens in photography?
  17. Write any eight photo editing tools.
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**UGA-1248**

**BVC-06X**

**U.G. DEGREE EXAMINATION –  
JULY 2022.**

**Visual Communication**

**Second Year**

**ADVERTISING AND PUBLIC RELATIONS**

**Time : 3 hours**

**Maximum marks : 70**

**PART A — (3 × 3 = 9 marks)**

**Answer any THREE questions out of Five questions  
in 100 words.**

1. Define public relations.
2. Define persuasion.
3. What is meant by consumer relations?
4. What are codes and ethics in advertising?
5. What is corporate communication?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions  
in 200 words.

6. Explain the nature, scope and significance of public relations.
7. Explain the role of PRO in an advertising agency.
8. What is corporate social responsibility and how do they differ from PR?
9. Design an advertising campaign for a newly launching telecom company.
10. What is Paid advertising, write the different forms of paid advertising?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions  
in 500 words.

11. Discuss the recent trends in advertising in social media.
12. Advertising is not just selling the product, it is all about the branding, comment your views.
13. How are brand image created and what are the process involved in branding?

14. Differentiate between advertising and public relation.
  15. Corporate Social Responsibility is part of PR activity or not, Justify your opinion with substantiate examples.
  16. How is Public relation function at Government organization?
  17. Prepare a campaign model for “Say no to War”.
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**UG-A-1249**

**BVC-07X**

**U.G. DEGREE EXAMINATION —  
JULY, 2022.**

Visual Communication

(From CY – 2020 onwards)

Second Year

**MEDIA, SOCIETY AND CULTURE**

Time : 3 hours

Maximum marks : 70

**PART A — (3 × 3 = 9 marks)**

Answer any **THREE** questions out of Five questions in  
100 words.

1. What are the different types of media?
2. What is cultural dependence?
3. What is a deviant behaviour?
4. What is digital divide?
5. Who are homogenous audience?

PART B — (3 × 7 = 21 marks)

Answer any THREE questions out of Five questions in  
200 words.

All questions carry equal marks

6. Explain the hypodermic needle theory in detail.
7. Differentiate norms, rules and culture.
8. Define compliance.
9. What is cultural imperialism?
10. How are audience segmented?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions out of Seven questions in  
500 words.

All questions carry equal marks.

11. How has technology impacted communication in the global platform?
12. How are mass media and culture dependent on each other? Discuss.
13. How do computer technologies have an impact on thinking?



14. Do you feel that the present trend due to globalization will continue or people will get back to their own tradition? Justify your answer.
  15. Analyse the elements of pop culture in the television shows that are seen every day.
  16. Differentiate active and passive audience
  17. What is the relationship between culture and communication? Elaborate.
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