

UG-CS-1194

BVCS-11

**U.G. DEGREE EXAMINATION -
FEBRUARY, 2023**

Visual Communication

First Semester

INTRODUCTION TO VISUAL COMMUNICATION

Time : 3 hours

Maximum marks : 70

SECTION A — (3 × 3 = 9 marks)

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

All questions carry equal marks.

1. What is Interpersonal Communication?
2. What is cultural dimension in communication?
3. What are the Elements of Nature of mass communication?
4. What are the weakness of free press theory?
5. Write in brief on the article that provides media the freedom of expression.

SECTION B — (3 × 7 = 21 marks)

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

All questions carry equal marks.

6. What are the nature and scope of communication?
7. Who are gate Keepers and what is their role in communication?
8. What are the Functions of Mass Communication
9. Explain social responsibility theory
10. Explain the role of importance of Freedom of Speech in Media

SECTION C — (4 × 10 = 40 marks)

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

All questions carry equal marks.

11. What are the important 7 cs of communication
12. Explain Shannon and Weaver Model of Communication

13. Explain detail on the factors influencing public opinion
 14. Explain in detail how Right to Information Act support media professionals
 15. Write in detail on 'Mass Media and Social Responsibility'
 16. Explain OS good model of communication.
 17. Write the difference between Intra personal and Inter personal Communication.
-

UG-CS-1195

BVCS-12

**U.G. DEGREE EXAMINATION -
FEBRUARY, 2023**

Visual Communication

First Semester

SOCIAL PSYCHOLOGY

Time : 3 hours

Maximum marks : 70

SECTION A — (3 × 3 = 9 marks)

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

All questions carry equal marks.

1. What are nature and concept of social psychology
2. What is the main idea of social learning theory?
3. Explain Social Learning Theory
4. What are Thurston Attitude Scale
5. What is the importance of persuasive communication
6. Explain mass media and social media

SECTION B — (3 × 7 = 21 marks)

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

All questions carry equal marks.

7. What is Mass Psychology?
8. Write a short note on Mcclelland's need for achievement theory
9. Explain competence as social perceivers
10. What are four big errors of persuasion
11. Explain the media as an agent of socialization

SECTION C — (4 × 10 = 40 marks)

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

All questions carry equal marks.

12. What are the contributions of sociologists and psychologist?
13. What are uncontrollable risk factors in Social Psychology?
14. What are cognitive foundations of attitudes?

15. What is measurement of attitudes and opinions?
 16. Explain public opinion polling.
 17. What is the role of media in public opinion formation?
-