PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

Each answer should not exceed 2 pages.

1. What is meant by environmental studies? Why is it important?

2. What are ecological pyramids?

3. Explain the term ‘disaster management’.
4. What are the causes of air pollution?

5. Briefly write about rain water harvesting.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

Each answer should not exceed 5 pages.

6. How to create awareness about environmental protection?

7. Give an account on Mineral resources.

8. Write the functional aspects of ecosystem.

9. Write the importance of biodiversity.

10. What is nuclear hazard? Explain.
11. Write an account on environment protection laws.

கூட்டுதலான பாதுகாப்பு சட்டங்கள் விளக்கம்.

12. Give an account on Value Education in Environment.

கூற்றுதலான ஒளியில் - விளக்கம்.
B.Sc. DEGREE EXAMINATION –
JUNE, 2018.

Second Year
Visual Communication
BASIC PHOTOGRAPHY

Time : 3 hours Maximum marks : 75

PART A — (5 × 5 = 25 marks)
Answer any FIVE questions.

Write short notes on the following :

1. Aperture
2. Depth of field
3. Types of balance
4. Rule of third
5. Light measurement units
6. Silhouette
7. Electromagnetic spectrum.
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain about the different types of cameras.

9. Discuss the techniques of news photography.

10. Explain the basic techniques and equipments required for different genres of photography.

11. Discuss the qualities for a successful photo journalist.

12. Illustrate and explain the different types of lights.

13. Photography is more a science than an art Discuss.

14. Discuss about the functions of filters.
B.Sc. DEGREE EXAMINATION –
JUNE, 2018.

Second Year

Visual Communication

ADVERTISING AND PUBLIC RELATIONS

Time : 3 hours Maximum marks : 75

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Write short notes on the following:

1. Brand name.
2. Copyrights.
3. Creativity.
5. Media campaign.
7. Storyboard.
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain about the different types of advertising in detail.

9. Discuss the organizational set up and functions of an advertising agency.

10. Explain the advantages and disadvantages of web advertising.

11. Discuss the legal and ethical aspects of advertising.

12. Enumerate the importance of copy writing in advertising.

13. Explain the functions and responsibilities of a PRO.

14. Discuss any two successful social media campaigns like Ice bucket challenge.
PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

Write short notes on the following:

1. Representation.
2. Stereotype.
3. Diffusion.
4. Autonomy.
5. Development Communication.
PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain the impact of new communication technologies on the society.

9. Discuss the effects of globalization on Indian media.

10. Explain the advantages and disadvantages of new media.

11. Discuss any two media effects theory with examples.

12. Enumerate the importance of copy writing in advertising.


14. Discuss the role of media in the social construction of reality, mediation and representation.