

UG-139

CCE

U.G. DEGREE EXAMINATION —
JUNE, 2018.

Second Year

Functional Tamil

ENVIRONMENTAL STUDIES

Time : 3 hours

Maximum marks : 75

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?

சுற்றுச்சூழல் ஆய்வுகள் என்றால் என்ன? அதன் முக்கியத்துவம் என்ன?

2. What are ecological pyramids?

சூழியல் பிரமிடுகள் என்றால் என்ன?

3. Explain the term 'disaster management'.

'பேரிடர் மேலாண்மை' - விளக்கவும்.

4. What are the causes of air pollution?

காற்று மாசுபாட்டின் காரணங்கள் என்ன?

5. Briefly write about rain water harvesting.

மழைநீர் அறுவடை பற்றி சுருக்கமாக எழுது.

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?

சுற்றுச்சூழல் விழிப்புணர்வு எப்படி உருவாக்க வேண்டும்?

7. Give an account on Mineral resources.

கனிம வளங்கள் - விளக்கவும்.

8. Write the functional aspects of ecosystem.

சுற்றுச்சூழலின் செயல்பாட்டு அம்சங்களை விளக்கவும்.

9. Write the importance of biodiversity.

பல்லுயிரியலின் முக்கியத்துவத்தை விளக்கவும்.

10. What is nuclear hazard? Explain.

அணுசக்தி ஆபத்து என்றால் என்ன? விளக்கவும்.

11. Write an account on environment protection laws.

சுற்றுச்சூழல் பாதுகாப்பு சட்டங்களை விளக்கவும்.

12. Give an account on Value Education in Environment.

சுற்றுச்சூழல் கல்வி - விளக்கவும்.

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BVC-05

**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.

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BVC-06

**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.
4. Advertising layout.
5. Media campaign.
6. Social media.
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.

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BVC-07

**B.Sc. DEGREE EXAMINATION –
JUNE, 2018.**

Second Year

Visual Communication

MEDIA, SOCIETY AND CULTURE

Time : 3 hours

Maximum marks : 75

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.
6. Segmentation.
7. Globalization.

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.
13. Media and cultural imperialism – Discuss.
14. Discuss the role of media in the social construction of reality, mediation and representation.
