

UG-410

BVC-05

**B.Sc. DEGREE EXAMINATION –
JUNE, 2019.**

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. Filter
2. Kicker
3. Pattern
4. Contrast
5. Landscape
6. Still life
7. Vanishing point.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain the different types of audio and video file formats.
9. Discuss the essential elements of news with examples.
10. Explain the five-point lighting with a neat diagram.
11. Discuss the types of camera angles with a diagram.
12. Explain the types of lens with a diagram.
13. How do you plan for a shooting script — Discuss with examples.
14. Discuss about the different genres of photography with examples.

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BVC-06

**B.Sc. DEGREE EXAMINATION –
JUNE, 2019.**

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. Marketing mix
2. Brand
3. Retail
4. Copywriting
5. PR campaign
6. Social media marketing
7. Rumours.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain the merits and demerits of advertising.
 9. Review the current trend of ad campaigns.
 10. Explain the steps involved in the visualization of design and layout.
 11. Draw a storyboard for a 20 second ad on an FMCG product of your choice.
 12. Enumerate the importance of social media in the reach of your advertisement.
 13. Explain the evolution and growth of public relations.
 14. Discuss about the PR setup in central and state governments.
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BVC-07

B.Sc. DEGREE EXAMINATION – JUNE, 2019.

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. Target audience
2. ICT
3. Diasporas
4. Migration
5. Race and culture
6. Segmentation
7. Polarization

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Explain the social impact of demassification of media.
 9. Discuss the dynamics of global culture, diasporas and circular migration.
 10. Explain the merits and demerits of social media.
 11. Define media effect. Discuss the mass communication theories dealing with media effects with examples.
 12. Enumerate the importance of social class and culture.
 13. Language and culture – Discuss.
 14. Discuss the role of media in the social construction of reality, mediation and representation.
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