

**UG-408**

**BVC-05**

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

**Second Year**

**Visual Communication**

**BASIC PHOTOGRAPHY**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (5 × 5 = 25 marks)**

**Answer any FIVE questions.**

1. Discuss about the different types of lenses.
2. What are the ethics to be followed in image editing?
3. What is composition in photography? Explain.
4. Explain the types of camera angles.
5. What is three point lighting?
6. What are the types of news photographs?
7. What are the different genres of photography? Discuss.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. What are the parts of a still camera? Explain with a diagram.
  9. What are the different types of camera? Discuss.
  10. Explain different types of perspectives with examples.
  11. Explain five point lighting with a diagram.
  12. What are the basic equipment and accessories used in photography? Discuss.
  13. What are the qualities of a photojournalist? Discuss.
  14. Explain portrait, silhouette and fashion photography in detail.
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**BVC-06**

**B.Sc. DEGREE EXAMINATION —  
DECEMBER, 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.**

1. Explain the importance of advertising in today's market scenario.
2. What are the types of advertising? Discuss.
3. What is an ad campaign? Explain.
4. Explain the process of visualization.
5. Explain copy writing in detail.
6. What are the functions of public relations?
7. What are the responsibilities of a Public Relations officer?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. What is marketing mix and what is the role of advertising in it? Explain.
  9. Explain public service advertising with examples.
  10. Create a story board for a TV commercial for 30 seconds.
  11. Write short notes on
    - (a) slogan
    - (b) logo
    - (c) headline and
    - (d) trademark.
  12. What are the various PR tools and methods employed in Public Relations? Discuss.
  13. Write a note on social media campaigns with examples.
  14. Explain media planning with examples.
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**BVC-07**

**B.Sc. DEGREE EXAMINATION —  
DECEMBER, 2019.**

**Second Year**

**Visual Communication**

**MEDIA, SOCIETY CULTURE**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (5 × 5 = 25 marks)**

**Answer any FIVE questions.**

1. Write a note on the present day media industry in terms of reach and choice.
2. Write a note on the dynamics of modern communication.
3. Do you think mass media is dependent on culture for content? Substantiate.
4. Write a note on the media and social construction of reality.
5. What are the rules in society, media and culture.

6. Write a note on ideology and culture.
7. Write about the characteristic features of mass audience.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

8. Write a note on the de-massification of media-the changing paradigm.
9. Write an essay on the shaping and impact of new communication technologies on the society.
10. What is globalization? What is its impact on mass media and society?
11. Write an essay on the relationship between language and culture and social class and culture.
12. Write a note on popular reception and popular emotions.
13. What are the various effects of mass media on the audience.
14. Write short notes on
  - (a) Audience segmentation
  - (b) Target audience and
  - (c) Mass culture