



Register Number:

DATE:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27

B.A. VISUAL COMMUNICATION - I SEMESTER

SEMESTER EXAM: OCTOBER 2019

VC 1118 – INTRODUCTION TO COMMUNICATION

Time: 2 1/2 hrs

Max. Marks:70

Please note:

- Write clearly and legibly
- Please write the correct question numbers in the margins; don't write the questions; write only answers
- Read and understand the question carefully before answering them.
- After completing the paper, please read your own answers
- This question paper has TWO pages and THREE parts

Part A:

1x20=20

1. Answer all the questions in a word or a phrase. **Answer Part A in the space provided and attach this paper to your answer script.**

- a) Which is the first book printed using movable-types?
- b) What type of communication is it if you are daydreaming?
- c) Mention any one type of formal, but interpersonal communication:
- d) If you use gestures to communicate, what type of communication would you call it?
- e) In which country was paper invented?
- f) What is Guglielmo Marconi famous for?
- g) What is the meaning of semantic noise?
- h) Which scholar tried to theorise the power of mass communication during World War-II?
- i) Name the first printed book, which contained Buddhist teachings:
- j) What is the meaning of hieroglyphs?
- k) Give an example of hot media:
- l) What type of communication is it if messages are relatively permanent?
- m) Give any one example of cool media:
- n) What is a person communicating with films called?
- o) Give an example of group communication
- p) What is the name of the element which hinders communication?
- q) Who do you associate SMCR model of communication with?
- r) When you can't hear someone's words due to phone signal distortion, it is called: _____
- s) Who wrote the book *Medium is the Message*?
- t) What communication invention do you associate with J.L. Baird (1926)?

B. Answer any **FOUR short notes in about 100-150 words each **5x4=20****

2. Group communication
3. Need for communication
4. Lasswell's model
5. Functions of mass communication
6. Global village
7. Hot and cool media

C. Answer any **TWO questions in about 400-500 words each **15x2=30****

8. Explain various stages in the evolution of communication.
9. What are the various components of communication?
10. Explain with examples various effects of mass communication.