



**KONERU LAKSHMAIAH
EDUCATION FOUNDATION**
(Deemed to be University, Estd. u/s. 3 of UGC Act 1956)

B.Sc - Odd Sem : End Semester Exam
Academic Year:2021-2022

21VC1101 - Introduction to Visual Communication
Set No: 2

Time:		Max.Marks: 100					
S.NO	Answer All Questions	Choice	Options	Marks	CO	CO BTL	COI BTL
1.	Discuss on various barriers of communication	choice Q-2		10Marks	CO1	2	1
2.	Outline the need and importance of Visual communication			10Marks	CO1	2	1
3.	Explain about ARISTOTLE Model of communication	choice Q-4		15Marks	CO1	2	1
4.	Illustrate Newcomb's ABX model of Communication			15Marks	CO1	2	1
5.	Outline the importance of codes in communication	choice Q-6		10Marks	CO2	2	2
6.	Summarize the concept of Denotation with example			10Marks	CO2	2	2
7.	Write in detail about semantic Noise	choice Q-8		15Marks	CO2	2	2
8.	Analyze Gestalt principles with reference to visual communication			15Marks	CO2	2	2
9.	Elaborate in detail about the importance of Design in visual communication	choice Q-10		10Marks	CO3	3	3
10.	Outline the need and importance Principles of Design			10Marks	CO3	3	3
11.	Design a poster to bring awareness on Covid 19 by using creative visual elements	choice Q-12		15Marks	CO3	3	3
12.	Explain in detail about color and texture in Design			15Marks	CO3	3	3
13.	Outline the importance of Social responsibility theory of media	choice Q-14		10Marks	CO4	4	4
14.	Write in detail about two-step flow theory			10Marks	CO4	4	4
15.	Explain the theory of Cultivation profound by George gerbener	choice Q-16		15Marks	CO4	4	4
16.	Critically analyze the theory of Agenda-setting			15Marks	CO4	4	4

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