

(VCM20112)

M.Sc. DEGREE EXAMINATION, APRIL 2017.

Second Semester

Visual Communication

Paper I — THEORIES OF VISUAL ANALYSIS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Critically analysis the six perceptions of visual message.

Or

(b) Describe visual message and meanings.

2. (a) Explain slippery signs.

Or

(b) Examine the syntagmatic analysis of media texts.

3. (a) Write a detailed note on unconsciousness.

Or

(b) Discuss the psychological aspects involved in visual pleasure.

4. (a) What is marxian approach towards media texts?

Or

(b) Discuss the role of ideology and class – conflict.

5. (a) Examine the feminist approaches to visuals.

Or

(b) Discuss the gender discrimination in media texts.

(VCM20212)

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Paper II — SCIENCE OF SOUND

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Elucidate the theory of recording.

Or

(b) What is sound spectrum and frequencies?

2. (a) Describe the analog recording process.

Or

(b) Explain digital audio tape recorders.

3. (a) What is sound design?

Or

(b) What are basic considerations in miking speech?

4. (a) Explain the sources of sound.

Or

(b) Elucidate pros and cons of dialogue recording.

5. (a) Write a note on 'mixing for radio'.

Or

(b) Explain 3D sound and surround sound.

(VCM20312)

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Paper III — INFORMATION COMMUNICATION
TECHNOLOGIES

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ONE questions from each unit.

All questions carry equal marks.

UNIT I

1. (a) Explain theories of communication.

Or

(b) Discuss about the barriers of communication.

UNIT II

2. (a) Discuss about emerging trends in information transfer.

Or

(b) What do you know about direct broad cast satellites?

UNIT III

3. (a) Explain database and information retrieval.

Or

(b) Narrate mobile computing.

UNIT IV

4. (a) Explain internet commerce in detail.

Or

(b) Discuss about digital audio and photography.

UNIT V

5. (a) Explain national and international information sources.

Or

(b) Discuss about e-marketing and e-governance.

(VCM20412)

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Paper IV — MEDIA MANAGEMENT

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

1. (a) Examine the evolution of management thought and discuss various management theories.

Or

- (b) Explain the role of manager in a media organisation.

2. (a) Explain various ownership patterns of media organizations with examples.

Or

- (b) Explain the HR and Finance departments in a media organisation.

3. (a) Discuss the recommendations of different wage boards.

Or

- (b) Explain about public broadcast management in India.

4. (a) Examine the functions of production department in a Newspaper.

Or

- (b) Explain different tips for low budget production in media organisation.

5. (a) Explain about scheduling process in film production.

Or

- (b) Discuss various ingredients of film production.