

Reg. No.....

Name.....

BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE****COURSE: 24UJMCDS103: INTRODUCTION TO VISUAL COMMUNICATION***(For Regular 2025 & Improvement/Supplementary 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART A**Explain any 5 (2 marks each)**

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| 1. Define intrapersonal communication. | CO2, U |
| 2. What do you mean by visual grammar. | CO2, U |
| 3. Define advertising. | CO4, U |
| 4. What is grape wine communication. | CO2, U |
| 5. Define Abstract photography. | CO4, U |
| 6. Define Kinesics. | CO4, |

(2 x 5 = 10)**PAR B****Explain any 6 (5 marks each)**

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|--|-------------|
| 7. What is the definition of advertising, and how does it differ from other forms of promotion? | CO4, An |
| 8. Discuss the origins of Impressionism in 19th-century France. How did social, cultural, and technological factors contribute to the development of this artistic movement? | CO1, Un, An |
| 9. How does mass communication influence our daily lives and contribute to the way we receive information, form opinions, and connect with others? | CO2, Ev |
| 10. What makes a visual design effective and appealing to viewers? Explain the principles of design. | CO3, U |
| 11. Explain the role of audio as the supportive and powerful tool of visual communication. | CO5, An |

12. What is the AIDA model, and how is it used in advertising? CO4, Un, An
13. Discuss the effects of nonverbal communication on culture with examples. CO5, An
- (5 x 6 = 30)**

PART C

Answer any 2 (15 marks each)

14. Explain the different types of advertising and their roles in marketing strategy. CO4, An
15. How does color theory influence emotional perception in visual art and design?
Elaborate. CO3, Ev
16. How can messages be transmitted between individuals, and what are the different
modes through which communication occurs? CO2, An
- (15 x 2 = 30)**
