

(6 pages)

Reg. No. : .....

Code No. : 1073 Sub. Code : VCT 1/ GVCT 1

CERTIFICATE COURSE IN VISUAL  
COMMUNICATION / GRAPHICS VISUAL  
COMMUNICATION EXAMINATION, APRIL 2023

Non-Semester

INTRODUCTION TO VISUAL COMMUNICATION

(For those who joined in July 2005 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Non verbal signals vary form \_\_\_\_\_ to \_\_\_\_\_  
(a) Social to culture (b) Culture to culture  
(c) Culture to social (d) Social to social
2. \_\_\_\_\_ form of written communication can be very simple for those who follow the guidelines.  
(a) Letter writing (b) Business writing  
(c) Copy writing (d) Personal writing

3. The Encoding/Decoding model of communication was first developed by \_\_\_\_\_

(a) Edward. T. Hall  
(b) Stuart Hall  
(c) Richard Hall  
(d) Hoggart

4. The three parts of encoding are creation, adaptation and \_\_\_\_\_

(a) Transmission (b) Transformation  
(c) Reception (d) Interpretation

5. Communication is derived from Latin word

(a) Communicare (b) Commonoun  
(c) Communicative (d) Commonality

6. Speaking + Listening =

(a) Non verbal Communication  
(b) Verbal Communication  
(c) Oral communication  
(d) Political communication

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7. What is proxemics —————
- The study of time sequence
  - The study of spatial communication
  - The study of pitch distance
  - The study of voice quality
8. Facial expression is an example of —————
- Kinesics
  - Gesture
  - Posture
  - Paralanguage
9. \_\_\_\_\_ is any interference in the communication process that distorts the senders message.
- Perception
  - Noise
  - Filtering
  - Distractions
10. \_\_\_\_\_ is a process of sending + receiving messages using images.
- Visual Communication
  - Mass Communication
  - Electrical Communication
  - Information technology

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PART B — (5 × 6 = 30 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Write a note on the importance of Visual Communication.
- Or
- (b) What is the intention of communication?
12. (a) Write short notes on Oral communication.
- Or
- (b) Write about Verbal Communication.
13. (a) Explain the characteristics of Communication.
- Or
- (b) What is Interpersonal communication?
14. (a) What is kinesics?
- Or
- (b) Define persuasion model with suitable example.
15. (a) Explain visual form.
- Or
- (b) Define Visual pleasure.

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[P.T.O.]



PART C — (5 × 12 = 60 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the Communication as a process with example.

Or

- (b) Communication helped Human evolution. Comment your views.

17. (a) Explain Intention and Communication in detail.

Or

- (b) Write a detailed note on Message and meaning of Communication.

18. (a) Explain process of Understanding Communication.

Or

- (b) Explain Interpersonal and Intrapersonal Communication in detail.

19. (a) Explain the types of non-verbal behavior in detail.

Or

- (b) Explain the persuasion and rhetoric models in detail.

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20. (a) Write an essay on Visual Culture.

Or

- (b) Communication is a powerful tool. Comment.
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