



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – June 2021**  
**VI Semester**

**Class : III UG**

**Time : 3 Hours**

**Major : Rural Development and Sociology**

**Max. Marks: 100**

**18BRDC15 Visual Media for Development**

**Part A**

**10 x 1=10**

**Choose the Correct Answer**

1. What key aspect differentiates today's digital media from traditional media? CO1 K1
  - a. Longevity
  - b. Interactivity
  - c. Portability
  - d. None of the above
2. User interface has become a critical issue with digital media and the Internet because. CO1 K1
  - a. Digital media is very new and has not had the time to evolve.
  - b. Rapid advances in technology radically alter any user interface assumptions that are made
  - c. Varying computer standards mean not all technology is accepted.
  - d. All of the above
3. Communication using visual components - relying on images CO2 K2
  - a. Visual Culture
  - b. Visual Perception
  - c. Visual Communication
  - d. Visual Literacy
4. A type of medium, used only in external communication, a company distributes to media outlet, known as: CO2 K2
  - a. Newsletters
  - b. Brochures
  - c. emails
  - d. Reports
5. The processes used in the creation of a visual communication. Example: painting, printing, drawing and photography. CO3 K3
  - a. Methods
  - b. Copyright
  - c. Media
  - d. Materials
6. When working with human or animal images, we can create relationships even without the objects being close together by using \_\_\_\_\_. CO3 K3
  - a. their line-of-sight
  - b. mirror images of an object
  - c. stark contrasts
  - d. approximate scale
7. Morgue is \_\_\_\_\_. CO4 K4
  - a. Photo archive
  - b. News library
  - c. Back volume stock
  - d. Printing machine stand
8. What makes a story "newsworthy"? CO4 K4
  - a. The story has to be about a topic that appeals to public interest
  - b. The story has to be published
  - c. The story has to have balanced sources
  - d. The story has to be about a celebrity
9. The term TRP' is associated with TV shows stands for \_\_\_\_\_. CO5 K5
  - a. Total rating point
  - b. Time rating point
  - c. Thematic rating point
  - d, Television rating point
10. Which of the following is best suitable approach for development communication campaign in rural area? CO5 K5
  - a. Participatory approach
  - b. Social marketing approach
  - c. Isolation approach
  - d. Integral approach

**Part B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**5x6=30**

11. a. Define visual media and its importance. CO1 K2  
(or)  
11. b. What are the types of visual media? Co1 K1
12. a. Explain the principles underlying in the preparation of visual materials. CO2 K4  
(or)  
12. b. Illustrate all the guidelines for preparing visuals. CO3 K1
- 13.a. Describe the designing visual messages and its elements. CO3 K1  
(or)  
14.b. Explain the barriers to effective visual communication. CO3 K4
14. a. Explain the recent trends in media. CO4 K4  
(or)  
14.b. What are the five W's editing and reporting? Elucidate it. CO4 K1
15. a. Explain the role of visual media in rural development. CO5 K1  
(or)  
15.b. How the Television programmer plays major in media on rural development? CO5 K2

**Part C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or two pages**

**5x12=60**

- 16.a. Elucidate the visual media in modern times. CO1 K2  
(or)  
16.b. Discuss how media occupies the major place in this universe on your experience. CO1 K2
- 17.a. Explain the scope of communication and the principles underlying in the preparation of visual materials. CO2 K4  
(or)  
17.b. What are guidelines of visual media? CO2 K2
- 18.a. Explain the acquiring skills in visual communication. CO3 K4  
(or)  
18.b. Differentiate between the ancient and modern times barriers to effective visual communication. CO3 K5
- 19.a. Define print media with example and also discuss all its types of print media. CO4 K5  
(or)  
19.b. Enumerate the print media role as mass media. Signify it with one recent news. CO4 K4
- 20.a. How the visual media plays the major role in rural development? Signify it with suitable example. CO5 K4  
(or)  
20.b. Analyse the recent trends in visual media. CO5 K2

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