

**IRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2013**

(CCSS)

Mass Communication

AV CC 01--INTRODUCTION TO AUDIO-VISUAL COMMUNICATION

Three Hours

Maximum 30 Marks

Answer all *twelve* questions :1 What is **DTH** ?

- (a) Dish Television Homes.                      (b) Direct to Home.  
 (c) Direct Television at Homes,                (d) None of the above.

\_\_\_\_\_ is the first private satellite television channel in Kerala.

- (a) **Soorya** TV.                                      (b) **Kairali** TV.  
 (c) **Asianet**.                                        (d) **Jeevan** TV.

3 The first radio station in Kerala:

- (a) **Akashvani**, Trivandrum.  
 (b) IBS Radio Station, Trivandrum.  
 (c) Travancore Radio Station, Trivandrum  
 (d) Industries Department Radio Station, Trivandrum.

4 What is used to reduce reverberation in an audio studio ?

- (a) Acoustic panels.                              (b) Metals.  
 (c) Water tanks.                                  (d) Air coolers.

5 Which organisation started the first radio station in Chennai ?

- (a) Premier Club.                                  (b) Music Lovers' Club.  
 (c) Madras Club.                                  (d) Presidency Club.

6 Who authored "This is All India Radio" ?

- (a) **V.K. Narayana Menon**.                      (b) U.L. Baruah,  
 (c) **S. Krishnaswamy**.                              (d) P.C. Chatterjee.

7 Which newspaper owns Club FM 94.3 ?

- (a) **Malayala Manorama**.                      (b) Mathrubhumi.  
 (c) Kerala **Kaumudi**.                              (d) Times of India.

8 Which newspaper in Kerala first started a web edition of the paper ?

- (a) Metro Vartha. (b) Deshabhimani.
- (c) Deepika. (d) Malayala Manorama.

9 \_\_\_\_\_ is considered as the first video cartoon in Malayalam.

- (a) Thiru Val E thir Vai. (b) Munshi.
- (c) Politricks. (d) Cover Story.

10 “Kandathum Kettathum” is a:

- (a) TV news magazine.
- (b) Pull quote list in a newspaper.
- (c) Readers' complaint box in a media unit.
- (d) A radio skit.

11 Which of the following is the unique element of new media ?

- (a) Hypertext. (b) Visuals.
- (c) Graphics. (d) Sound bytes.

12 The Hollywood movie Dam 999 is made by \_\_\_\_\_

- (a) Viswanath. (b) Sohan Roy.
- (c) Shyamalan. (d) Deepa Nair.

(12 x  $\frac{1}{4}$  = 3 wei

Write short notes on the following :—

13 Folk media.

14 Smoke signals.

15 Body language.

16 Guglielmo Marconi.

17 FM broadcast.

18 AM Broadcast.

19 Templates.

20 Home page.

21 Navigation bars.

(9 x 1 = 9 wei

Write short essays on any *five* of the following :-

22 Briefly explain pitch, amplitude and loudness of sound.

23 Elucidate briefly sensual and perceptual theories of visual language.

24 Explain the physics of light.

25 What are the limitations of radio?

26 Explain the listening process.

27 Trace **briefly** the evolution, of visual communication.

28 Present sound picture of a man climbing up the stairs to attend a phone call.

x 2 10 wei

Write essays on any *two* the following :-

29 Discuss the early experiments in sound production and sound broadcasting.

30 What are the fundamentals of television broadcasting ? Discuss.

31 What are the major theories of visual communication ? Elucidate.

(2 x 4 = 8 wei