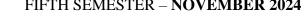


Date: 18-11-2024

LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – **VISUAL COMMUNICATION**

FIFTH SEMESTER – **NOVEMBER 2024**





Max.: 100 Marks

Time: 09:00 am-12:00 p	m
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Dept. No.

	SECTION A - K1 (CO1)				
	Answer ALL the Questions - $(10 \times 1 = 10)$				
1.	Answer the following				
a)	Information Capitalism.				
b)	Environmental sustainability				
c)	Mediation				
d)	Third theatre				
e)	UNICEF				
2.	Fill in the blanks				
a)	is needed for people to self-sustainable development				
b)	is termed as hyper needle in communicating the society				
c)	helps the society to get information about the plans and polices of upliftment				
d)	folk form in Tamil Nadu shows the replica of Tiger				
e)	helps in promoting research in India				
	SECTION A - K2 (CO1)				
	Answer ALL the Questions $(10 \times 1 = 10)$				
3.	True or False				
a)	Holistic Development does not refers to the social development of Individual				
b)	Universal primary education is an MDG				
c)	ICT is required for agricultural development				
d)	Social Media Acts as a powerful motivator for societal change				
e)	WFP stands for World for Programme				
4.	Match the following				
a)	Shifting Horizons 1. Funding Agency				
b)	World Economic Forum 2. Rural Development				
c)	ICT 3. MDG				
d)	New Media 4. Understanding the society				
e)	CSIR 5. Social Change				

	SECTION B - K3 (CO2)			
Ans	wer any TWO of the following	$(2 \times 10 = 20)$		
5.	Identify the role of Social Media in information capitalism.			
6.	Construct your ideas to promote Millennium development goals			
7.	Develop your insights on "Dominant paradigm emerges on technology development"			
8.	Choose any two folk forms of Tamil Nadu and elaborate their communication style			
	SECTION C – K4 (CO3)			
Ans	wer any TWO of the following	$(2 \times 10 = 20)$		
9.	Examine how development communication influence the society			
10.	Inspect the modernization theory in detail			
11.	Simplify the role of social media in development communication			
12.	List some of the major funding agencies and their role in India			
	SECTION D – K5 (CO4)			
Ans	wer any ONE of the following	$(1 \times 20 = 20)$		
13.	Explain the need of alternate media in developing rural areas			
14.	Define the growth of individual in the society with reference to development as career			
	SECTION E – K6 (CO5)			
Ans	wer any ONE of the following	$(1 \times 20 = 20)$		
15.	Discuss on the participatory engagement techniques used by political parties during the	ir campaign		
16.	Elaborate in detail about how social campaigns are useful in changing the society			

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