

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE- 27

BA (Visual Communication) – I SEMESTER

MID-SEMESTER EXAMINATION - AUG. 2018

13.8.2018

**VC 1118: INTRODUCTION TO COMMUNICATION**

**Duration: 1 Hour**

**Max. Marks: 30**

*\* Please ensure that you have read the question carefully and only then start answering.*

**A. Answer ANY ONE** (word limit: c. 350-400) **(15x1=15)**

1. Define communication and explain various types of communication
2. Explain the effects of mass media on youth

**B. Answer ANY THREE** (word limit: c. 100-150) **(5x3=15)**

3. Various stages of the evolution of communication
4. Cultural barriers
5. Mathematical model of communication
6. Non-verbal communication