

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (Sem.-6)
VISUAL COMMUNICATION BASICS

Subject Code : BAJMC-603-18

M.Code : 79367

Date of Examination : 04-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Information
- b) Data Visualization
- c) JPG
- d) Visuals
- e) Contextualizing
- f) Info graphic
- g) JPG
- h) Empathy map
- i) Gaze
- j) Non-verbal communication.

SECTION-B

2. What is psychological process in communication?
3. Write a note on visual culture.
4. Discuss the various types of visuals communication.
5. Write a note on space perception.
6. Write about the perception related to human relations.

SECTION-C

7. Explain the Gestalt theory of perception.
8. Discuss the meaning and functions of communication in detail.
9. Write about the essential building blocks for a good relationship.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.