

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

CLASS: BAM
BRANCH: A & M

SEMESTER : III
SESSION : MO/2023

SUBJECT: AM202 VISUAL COMMUNICATION

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

		CO	BL
Q.1(a)	Draw a well labelled diagram that describes the process of communication and thereafter define the responsibility of <u>every element /agent</u> present in the process	1	3
Q.1(b)	Meera and Anand are competing for the top position in the class. A PowerPoint presentation of 3 <u>content slides</u> apart from the required ones will decide who is going to be the topper. Create two sets of PPTs on ' <u>current Indian population</u> ' for Meera and Anand and state which one is better with suitable reasons	[5] [5]	5 6
Q.2(a)	In the context of all human beings being regarded as psychosomatic-social individuals, how will you explain 'WHY DO I BEHAVE THE WAY I BEHAVE'?	[5]	4 5
Q.2(b)	Draw a well labelled diagram of the human ear	[5]	4 2
Q.3(a)	<u>Anjali learns very quickly but she is unable to recall after a few hours.</u> Which mental faculty are we referring to here? Discuss briefly its salient features and use in our life	[5]	2 4
Q.3(b)	You are teaching very young children the concept of "THIS" & "THAT" as part of their grammar lessons. Draw 5 suitable images of 'THIS' & "THAT" as part of the teaching aid or tool	[5]	3 6
Q.4(a)	'The whole is greater than the sum of its parts' This is part of ____ Communication is a ____ Structuralism in Psychology is a theory of ____ _____ is an internal or external force / agent that incites action _____ is the organization and interpretation of sensation (Freudian slip, Social Biology, Social Brain, Mathematics, Consciousness, Landscape, Gestalt Psychology, Process, Imagery, Hues, Perception, Stimulus,)	[5]	2 3
Q.4(b)	Draw a diagram of the 'figure- ground' grouping of perceptual organization.	[5]	4 2
Q.5(a)	Draw suitable images (visual representation) of : Ambition Love Security Doubt/ Uncertainty Surprise	[5]	5 6
Q.5(b)	Break down into five broad stages the process of message / content creation	[5]	2 4

:::22/11/2023 E:::