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Roll No.

Total Pages : 3

334104

Dec. 2018

**B.Sc. (Animation) Ist Semester
COMMUNICATION TECHNIQUES
FOR PRODUCTION- I
(BSC(A)-18-104)**

B.S

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- (i) *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- (ii) *Answer any four questions from Part-B in detail.*
- (iii) *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Is it possible for living beings to not-communicate? Why? (1.5)
- (b) Are communication and information one and same thing? Explain in short. (1.5)
- (c) Is it true that the receiver starts the process of communication? Explain in short. (1.5)

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- (d) Whether feedback is important in communication or not? Explain in short. (1.5)
- (e) What is advertising? (1.5)
- (f) What is mass-communication? (1.5)
- (g) What is Grapevine communication? (1.5)
- (h) What are various types of media? (1.5)
- (i) Name the important elements of body language. (1.5)
- (j) What do you mean by ethics in communication? (1.5)

PART-B

- 2. (a) Explain the process of Animation with the help of a diagram. (5)
- (b) Explain about the barriers to communication. (10)
- 3. (a) Explain verbal and non-verbal communication? (10)
- (b) Give appropriate examples to explain when and where to choose verbal and non-verbal communication techniques to communicate effectively? (5)
- 4. (a) Discuss the Albert Mehrabian's communication model. (10)
- (b) What do you mean by inverted pyramid in reference to content writing? Create a diagram to support your answer. (5)

5. (a) Why it is important for a student of animation to understand the basic principles of communication? (10)
- (b) Do you think that films (movies) communicate? Explain. (5)
6. (a) What is Media? (5)
- (b) Discuss Social Media and its advantages and disadvantages. (10)
7. Design a social message advertisement on any social issue of your choice for print media. You may draw, write punch lines etc. to make it effective. (15)
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