



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

Course Code: BVC 1521/1411

Max: 75

Course Title: Introduction to Visual Communication

Time: 3 Hrs

Answer any FIVE of the following questions:

5x15=75

1. Write an essay on the importance of communication process.
2. Explain the types of communication.
3. Discuss the various models of communication process.
4. Explain the major functions of communication.
5. Define body language. Explain the various approaches to body language.
6. Explain semiotics.
7. Write an essay on Learning and thinking.