

Register Number :

Name of the Candidate :

**1 3 2 1**

**B.Sc. DEGREE EXAMINATION, 2010**

( VISUAL COMMUNICATION )

( FIRST YEAR )

( PART - III )

( PAPER - II )

**140 . MEDIA WRITING AND GRAPHICS**

( *Revised Regulations* )

( *Including Double Degree* )

May ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION - A** (8 × 5 = 40)

*Answers any EIGHT questions.*

*All questions carry equal marks.*

1. What is the importance of 'font'?

**Turn Over**

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2. How are proof - reading symbols classified ? Explain with symbols.
3. Write a note on the characteristics of interviews.
4. Compare television writing with media writing.
5. Describe the preparation of a layout.
6. Write a brief account of the parts of a book jacket.
7. State the uses of DTP software.
8. Describe the basic structure of off-set press.
9. Write a note on magnetograph.
10. Describe the working principle of a inkjet printer.

**SECTION - B** ( 3 × 20 = 60)

*Answer any THREE questions.*

*All questions carry equal marks.*

11. Explain in detail, the basic elements of news.
12. Explain any eight basic rules of writing news for broadcasting.

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13. Discuss the different types of newspaper.
14. Describe the procedure for screen printing.
15. Explain the different types of printing and its features.