

Register Number :

Name of the Candidate :

**1 3 1 3**

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

( VISUAL COMMUNICATION )

( FIRST YEAR )

( PART - III )

( PAPER - IV )

**610 / 210 . COMMUNICATION CONCEPTS  
AND MEDIA ETHICS**

( *Common with New & Revised Regulations* )

May ]

[ Time : 3 Hours

Maximum : 100 Marks

**SECTION - A** (8 × 5 = 40)

*Answers any EIGHT questions.*

*All questions carry equal marks.*

1. What are the modes of communication ?

**Turn Over**

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2. What meant by defensive climate in interpersonal conflict ?
3. What are the levels of organisational communication ?
4. Compare verbal with non-verbal communication.
5. Explain formal communication.
6. Explain the important functions of the Press Council of India.
7. What are the media ethics ?
8. Write a note on confidentiality of sources of information.
9. Write a note on code of ethics ?
10. What are the advantages of Cyber Laws ?

**SECTION - B** ( 3 × 20 = 60)

*Answer any THREE questions.*

*All questions carry equal marks.*

11. Explain the forms of communication channel.
12. Explain in detail the types of communication.

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13. Mention any ten ethics followed by media persons.
14. Explain SPJ code for journalists.
15. Explain the effect of censorship on media. Give its recent developments.