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Total No. of Questions : 09

B.Sc. Agriculture (2014 to 2018) (Sem-7)
VISUAL AND GRAPHIC COMMUNICATION
Subject Code : BSAG-AEB-701
M.Code : 75690

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying $2\frac{1}{2}$ (Two and Half) marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

SECTION-A

1. Write short notes on :

- a. Internet
- b. Branding
- c. Information technology
- d. Printer
- e. Output devices
- f. Software
- g. Digital Storage
- h. Bandwidth
- i. USB
- j. Copyrights

SECTION-B

2. *“Animated graphics helps the agriculturist understand machinery in a better way”*.
Comment.
3. What are the characteristics of a good graphic?
4. Discuss the role of internet in launching various campaigns.
5. How “Photoshop” is helpful in designing visuals and graphics?
6. Discuss the challenges graphic designers face while targeting the agriculturist.

SECTION-C

7. Discuss the scope of radio in the development of agriculture.
8. Comment on *“the use of graphic communication in facilitating farmers in improving the efficiency and productivity of agriculture”*.
9. Discuss the usage of visuals and graphics in enlightening the agriculturist towards the ill effects of pollution.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.