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B.Sc. Agriculture (2014 & Onwards) (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 2½ (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 :

- Digital Images
- Charts
- Diagrams
- Handouts
- Print media
- Typography
- Resource Map
- Advertising
- Video
- Color Scheme

SECTION-B

2. What are the advantages of visual medium?
3. Discuss the characteristics of visual learners.
4. How can we use graphs and maps as an effective tool of communication?
5. “*A picture is worth a thousand words*”. Justify
6. How is technology being helpful in generating visuals?

SECTION-C

7. “*Social media is an effective way of communication through visuals and graphics*”. Comment
8. Comment upon the use of animations to generate graphics and visuals.
9. What is the scope and importance of journalism in agriculture?

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.