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Total No. of Pages : 02

Total No. of Questions : 09

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 :**

- a. Digital Images
- b. Charts
- c. Diagrams
- d. Handouts
- e. Print media
- f. Typography
- g. Resource Map
- h. Advertising
- i. Video
- j. 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.