TB251869K

Reg. No :.....

Name :.....

BACHELOR'S DEGREE EXAMINATION, OCTOBER 2025

2025 ADMISSIONS REGULAR

SEMESTER I - MULTI-DISCIPLINARY COURSES (MDC) (APPLIED MEDIA STUDIES)

VAMS1MDC01B25 - Introduction to Communication and Branding

Time : 1 Hours | Maximum Marks : 35

Part A

Answer any 3 questions from the bunch of CO1. Each question carries 2 mark. (2x3=6)

1. Illustrate with examples the difference between formal and informal communication. [CO1,Understand]
2. Distinguish between one-way and two-way communication with suitable examples. [CO1,Understand]
3. Describe any two ways in which communication is important in daily life. [CO1,Understand]
4. Identify two main elements of the communication process. [CO1,Understand]

Part A

Answer any 3 questions from the bunch of CO2. Each question carries 2 mark. (2x3=6)

5. Use appropriate criteria to evaluate the credibility of two different online information sources. [CO2,Apply]
6. Interpret the role of biased information in shaping public perception. [CO2,Analyse]
7. Analyze the difference between traditional media and digital media in terms of reach and influence [CO2,Analyse]
8. Show how source verification can be applied when checking the authenticity of social media content. [CO2,Apply]

Part A

Answer any 4 questions from the bunch of CO3. Each question carries 2 mark. (2x4=8)

9. Defend the need for integrated marketing communication (IMC). [CO3,Evaluate]
10. Describe two key features of a strong brand. [CO3,Understand]
11. Justify how a brand logo adds to brand recognition. [CO3,Evaluate]
12. Illustrate with an example how a company defines its target audience. [CO3,Apply]
13. Critique the role of brand equity in business success. [CO3,Evaluate]

Part B

Answer any 1 question from the bunch of CO1. Each question carries 5 mark. (5x1=5)

14. Discuss the relevance of communication models in understanding human interactions. [CO1,Understand]
15. Explain the importance of communication in personal, social, and professional life [CO1,Understand]

Part B

Answer any 1 question from the bunch of CO2. Each question carries 5 mark. (5x1=5)

16. Analyze how media shapes cultural values and drives social change. [CO2,Analyse]
17. Apply the concept of media literacy to explain its importance in the digital age [CO2,Apply]

Part B

Answer any 1 question from the bunch of CO3. Each question carries 5 mark. (5x1=5)

18. Evaluate how target audience and USP contribute to effective brand positioning. [CO3,Evaluate]
19. Appraise the challenges businesses face in maintaining brand equity in a competitive market [CO3,Evaluate]