



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ	SEM: III
ATKT	APR-2026

Sr. No.	Subject	Available
1.	231U08K101 - Visual Communication	
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY

25 MAR 2026

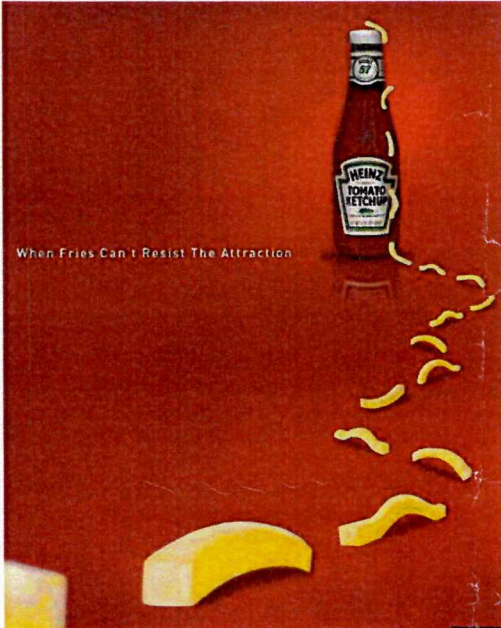


SOMAIYA
VIDYAVIHAR UNIVERSITY



ATKT March-26
Sem I BAMCJ
Visual Comm.
sem -III

October/November 2025		
Examination: End Semester Examination (UG Programmes)		
Programme code: 08 Programme: BAMCJ	Class: SY	Semester: III
Name of the School: Somaiya School of Humanities & Social Sciences	Name of the Department: Mass Communication	
Course Code: 231U08K101	Name of the Course: Visual Communication	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q 1	Analyze the following adverts based on Layout, Color, Typography, Codes, Overall message etc. 1. Heinz  2. Starbucks 	15	CO1, 2, 3, 4

Q 2 A	Define Visual Communication. Explain its need and importance in the modern media environment.	15	CO1
	OR		
Q 2 B	Illustrate the Gestalt theory of Visual Communication with suitable examples.	15	CO2
Q 3 A	Discuss the role of Semiotics in understanding media visuals. Explain how signs and symbols contribute to the meaning-making process.	15	CO 3
	OR		
Q 3 B	Trace the historical development of visual communication from cave paintings to digital design.	15	CO 4
Q 4	Write short notes on (any three): 1. Hue and saturation 2. Importance of Shape in logo design 3. Rule of thirds 4. Visual Perception 5. Typography in advertisements	15	CO 1 CO 2 CO 3 CO 2 CO 4