

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (Sem.-6)

Subject Code : BAJMC-603-18

M.Code : 79367

Date of Examination : 04-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Write briefly :
 - a) Information
 - b) Data Visualization
 - c) JPG
 - d) Visuals
 - e) Contextualizing
 - f) Info graphic
 - g) JPG
 - h) Empathy map
 - i) Gaze
 - j) Non-verbal communication.

SECTION-B

2. What is psychological process in communication?
3. Write a note on visual culture.
4. Discuss the various types of visuals communication.
5. Write a note on space perception.
6. Write about the perception related to human relations.

SECTION-C

7. Explain the Gestalt theory of perception.
8. Discuss the meaning and functions of communication in detail.
9. Write about the essential building blocks for a good relationship.

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.