

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021

Course Code : DES2031

Course Name : Sem III - DES2031 - Basics of Communication

Program : Communication Design

Date : 11-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. In your own words (300 words max), how can communication design be made sustainable? Support with examples.
(CO2,CO1) [Knowledge]
2. List two personal and two social message appeals, and explain each in one line.
(CO2,CO3) [Knowledge]
3. In the context of Communication Design, list down the three message design strategy.
(CO3,CO2) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Explain the message design process right from commissioning the project to final delivery to the client.
(CO3,CO2) [Comprehension]
5. Explain the SCMR of the communication model with examples.
(CO2) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Present and defend your End-Term Project (as given in the class) in front of the Jury.
(CO2,CO3) [Application]
