



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Sec 1st Semester Examination, 2023

**UMCJSEC11001-MASS COMMUNICATION AND JOURNALISM**

**BASIC COMMUNICATION SKILLS**

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any five questions**

1×5 = 5

1. What is kinesics? 1
2. Explain the concept of “typeface” in typography. 1
3. Define the term “figure and ground” in the aesthetics of images. 1
4. What are three types of non verbal communication? 1
5. What do you understand by the term ‘rastering of a type’? 1
6. How does the role of the reader influence verbal communication? 1
7. Write in brief two forms of verbal art. 1
8. What do you understand by CMYK in colour printing? 1

**GROUP-B**

**Answer any three questions**

5×3 = 15

9. What is the role of language and nonverbal behaviour in building a better human environment? 5
10. Explain the stages of invention, arrangement, style, memory and delivery in verbal communication. 5
11. What is the importance of ‘balance’ in a visual image? 5
12. Mention three principles of using the right type in typography. 5
13. Explain the term ‘online design tool’. 5

**GROUP-C**

**Answer any two questions**

10×2 = 20

14. How does colour contribute to the meaning and mood of an image? 10
15. What are the key elements of verbal art? 10
16. What is the history of writing and typography? 10
17. What does “design basics” encompass, and how does it apply to various stages of designing? 10

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