

VISUAL COMMUNICATION -Semester I - FYBAMMC ENG- Jan 2021

* INSTRUCTIONS

- * Attempt 40 out of 50 questions.
- * Each question carry 1.5 mark
- * Total Marks - 60.
- * Total Time - 1 hour

* Required

1. Email *

2. Student Roll No. *

3. Student ID No. *

4. Student Full Name (surname first name middle name) *

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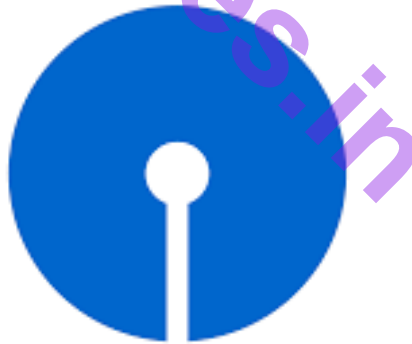
5. 1. Which emotions convey this emoticon ?



Mark only one oval.

- ☐ Grinning Face with Smiling Eyes
- ☐ Grinning Cat Face With Smiling Eyes.
- ☐ Beaming Face with Smiling Eyes
- ☐ Smiling Face with Smiling Eyes

6. 2. Recognize this logo



Mark only one oval.

- ☐ SBI
- ☐ HDFC
- ☐ AXIS
- ☐ ICICI

7. 3. Which color makes people feel cool and refreshed?

Mark only one oval.

- ☐ Blue
- ☐ White
- ☐ Green
- ☐ Purple

8. 4. Target Audience - Reaction - Effect or Feeling -

Mark only one oval.

- ☐ Option Whitespace
- ☐ Thinking: Problem
- ☐ Thinking: Audience
- ☐ Thinking: Solution

9. 5. Communication using visual components - relying on images

Mark only one oval.

- ☐ Visual Culture
- ☐ Visual Perception
- ☐ Visual Communication
- ☐ Visual Literacy

10. 6. The surfaces that visual communications are applied to or made from.
Example: paper, card, metal and plastic.

Mark only one oval.

- ☐ Materials
- ☐ Media
- ☐ Methods
- ☐ Copyright

11. 7. The design and presentation of visual information for built/constructed environments.

Mark only one oval.

- ☐ Environmental Design
- ☐ Communication Design
- ☐ Industrial Design
- ☐ Methods

12. 8. The property generated through intellectual of creative activity. Example: a logo design or story.

Mark only one oval.

- ☐ Reflective Thinking
- ☐ Intellectual Property
- ☐ Environmental Design
- ☐ Industrial Design

13. 9. Recognize this logo



Mark only one oval.

- ☐ Wings
- ☐ WhiteHat Jr.
- ☐ Byju's
- ☐ WHO

14. 10. Who was the famous painter who created this painting ?



Mark only one oval.

- ☐ Raja Ravi Verma
- ☐ Picasso
- ☐ Leonardo da Vinci
- ☐ M.F. Hussain

15. 11. Which color makes people lose their tempers most easily?

Mark only one oval.

- ☐ Yellow
- ☐ Purple
- ☐ Red
- ☐ Pink

16. 12. A technical writing, effective memo style is meant to be

Mark only one oval.

- ☐ full of colors
- ☐ highly Innovative
- ☐ reader friendly
- ☐ fully designed

17. 13. Cartoons are powerful communication tool for _____ *

Mark only one oval.

- ☐ teachers
- ☐ housewife
- ☐ doctors
- ☐ children

18. 14. Comics are powerful communication tool in the _____ profession:

Mark only one oval.

- ☐ Medical
- ☐ Media
- ☐ Teaching
- ☐ Non Medical

19. 15. Visual communication is the conveyance of _____ and information in forms that can be seen

Mark only one oval.

- ☐ Ideas
- ☐ technique
- ☐ emoji
- ☐ emotions

20. 16. The main role of the advertising visuals _____

Mark only one oval.

- ☐ customer's attention
- ☐ creating impact
- ☐ generating interest
- ☐ customer's attention, creating impact, and generating interest

21. 17. The first and most basic element of design is that of the _____

Mark only one oval.

- ☐ Line
- ☐ Color
- ☐ Shape
- ☐ Balance

22. 18. _____ is one of the most obvious elements of design,

Mark only one oval.

- ☐ Line
- ☐ Shape
- ☐ Typography
- ☐ Color

23. 19. The basic principle of the color wheel starts with _____ primary colors

Mark only one oval.

- ☐ 1
- ☐ 3
- ☐ 6
- ☐ 12

24. 20. Total _____ colors are in color wheel.

Mark only one oval.

- ☐ 3
- ☐ 6
- ☐ 12
- ☐ 24

25. 21. any color can be made using a combination of _____

Mark only one oval.

- ☐ primary colors.
- ☐ Secondary colors.
- ☐ RGB
- ☐ CMYK

26. 22. Visual communication is the most effective way of passing information because the human mind processes things in ____

Mark only one oval.

- ☐ Text
- ☐ images
- ☐ Text & Images.
- ☐ coding language

27. 23. The primary colors are _____

Mark only one oval.

- ☐ Red, Green & Blue
- ☐ Red, yellow & Blue.
- ☐ CMYK
- ☐ Black Blue & Grey

28. 24. such as red, yellow, and orange; evoke warmth because they remind us of things like the _____

Mark only one oval.

- ☐ sun or moon
☐ moon & fire
☐ water & grass
☐ sun or fire

29. 25. Which color makes people feel anxious ?

Mark only one oval.

- ☐ Red
☐ Orange
☐ Yellow
☐ White

30. 26. such as blue, green, and purple (violet); evoke a cool feeling because they remind us of things like water or grass.

Mark only one oval.

- ☐ sun or moon
☐ moon & fire
☐ water & grass
☐ sun or fire

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31. 27. CMYK stands for _____

Mark only one oval.

- ☐ cyan, magenta, yellow, and key
- ☐ cyan, magenta, yellow, and grey
- ☐ cyan, magenta, yellow, and blue
- ☐ cyan, mango, yellow, and Black

32. 28. Recognize this logo



Mark only one oval.

- ☐ Mahindra & Mahindra
- ☐ Johson & Johson
- ☐ L & T
- ☐ Cipla

33. 29. Recognize this logo



Mark only one oval.

- ☐ Zee TV
- ☐ Sony Max
- ☐ Aaj Tak
- ☐ Colors

34. 30. The secondary colors are _____

Mark only one oval.

- ☐ red, green and blue
- ☐ red, yellow and blue
- ☐ cyan, magenta, yellow, and key
- ☐ green, orange and purple.

35. 31. _____ is modern form of visual communication.

Mark only one oval.

- ☐ Semiotics
- ☐ Woodblocks
- ☐ Rock Painting
- ☐ Pictograms

36. 32. The majority of people respond _____ to visual images instead of texts.

Mark only one oval.

- ☐ slowly
☐ very slowly
☐ quickly
☐ carefully

37. 33. Images are remembered by the part of the brain responsible for _____ memory,

Mark only one oval.

- ☐ short term
☐ long-term
☐ very short term
☐ very long term.

38. 34. written word alone, which is stored in the brain's _____ memory.

Mark only one oval.

- ☐ short term
☐ long-term
☐ very short term
☐ very long term.

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39. 35. Visual communication is the _____ way of passing information because the human mind processes things in images.

Mark only one oval.

- ☐ effective
- ☐ most effective
- ☐ less effective
- ☐ very less effective

40. 36. Which emotions convey this emoticon ?



Mark only one oval.

- ☐ smiling face with heart eyes
- ☐ Grinning Face with Big Eyes
- ☐ Beaming Face with Smiling Eyes
- ☐ Smiling Face with Smiling Eyes

41. 37. Which emotions convey this emoticon ?



Mark only one oval.

- ☐ smiling face
- ☐ Shushing Face
- ☐ Thinking face
- ☐ Hugging Face,

42. 38. Research shows that the brain images minimum _____ times faster than texts.

Mark only one oval.

- ☐ 1000
- ☐ 500
- ☐ 250
- ☐ 50

43. 39. Visual Communication can be understood by both _____ people.

Mark only one oval.

- ☐ literate and illiterate
- ☐ Men & Women
- ☐ Girls & Boys
- ☐ Manager & Helper

44. 40. _____ is a visible concept

Mark only one oval.

- ☐ Feelings
- ☐ Ideas
- ☐ Sound
- ☐ Organizational Chart

45. 41. _____ is a Invisible Concept

Mark only one oval.

- ☐ smell & test
- ☐ Matrix chart
- ☐ Temple
- ☐ Map

46. 42. _____ represents traditional life of certain country or region.

Mark only one oval.

- ☐ Advertise
- ☐ Folk dance
- ☐ Painting
- ☐ Photograph

47. 43. Films & TV Serial are a _____ method of communication

Mark only one oval.

- ☐ non effective
- ☐ less effective
- ☐ effective
- ☐ very effective

48. 44. 'Dasavatar' and 'Tamasha' are related to _____ State.

Mark only one oval.

- ☐ Gujarat
- ☐ Punjab
- ☐ Madhya Pradesh
- ☐ Maharashtra

49. 45. This is not secondary color

Mark only one oval.

- ☐ Green
- ☐ Orange
- ☐ Red
- ☐ Purple

50. 46. This is not culture of Social Media

Mark only one oval.

- ☐ post
- ☐ share
- ☐ likes - comments
- ☐ read-only

51. 47. Which color relaxes the nervous system ?

Mark only one oval.

- ☐ Red
- ☐ Yellow
- ☐ Blue
- ☐ Grey

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52. 48. Which emotions convey this emoticon ?



Mark only one oval.

- ☐ smiling face
- ☐ Shushing Face
- ☐ Crying Face
- ☐ Weary Face

53. 49. Traffic symbols are classified into how many categories?

Mark only one oval.

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four

54. 50. Which of the following tends to be a stronger predictor of intergroup discrimination?

Mark only one oval.

- ☐ Stereotyping
- ☐ Emotional prejudice
- ☐ Attitudes
- ☐ Behavior

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