



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2025

VC 120 – PSYCHOLOGICAL FOUNDATIONS



Date: 06-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. Define psychology and explain its relevance in media and communication.
2. Write a short note on the major schools of psychology.
3. Explain the structure and function of the human nervous system.
4. Differentiate between sensation and perception with examples.
5. What is motivation? Describe the types of motivation.
6. Explain classical conditioning with an example.
7. Discuss the characteristics of attention.
8. Define emotion and explain any two theories of emotion.

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Describe the various methods used in psychological research.
10. Discuss the stages of cognitive development as proposed by Jean Piaget.
11. Explain memory processes and suggest techniques to improve memory.
12. Examine the role of personality in communication.
13. Illustrate the influence of media on behavior using relevant psychological theories.
14. How does perception influence advertising and visual storytelling? Discuss with examples.

@@@@@