



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2019

August /September 2023

Faculty of Social Science

Tourism and Cultural Resources Management (New/Old Syllabus)

Visual Media for Tourism - TCRM- E 2015

Answer four (04) questions only.

No. of questions : 08

Time : 03 Hours

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01. i. Define what visual communication is. (06 Marks)  
ii. Describe the benefits of visual communication. (14 Marks)
02. “At present, the utilization of digital technology for communication has grown.” Describe the use of digital technology in visual media communication. (20 Marks)
03. Outline the development of visual communication after the 18<sup>th</sup> century. (20 Marks)
04. Describe with examples the internet based tools that a tourism service provider can use. (20 Marks)
05. i. Name the perspectives of Visual Media. (06 Marks)  
ii. Describe any two (02) of them. (14 Marks)
06. i. Briefly introduce the production stages of visual media productions. (06 Marks)  
ii. Describe their main functions. (14 Marks)
07. Write an essay on “Importance of Print Media for Tourism Promotion.” (20 Marks)
08. Write short answers of **four (04)** of the following.
- i. Elements of a Script  
ii. Travel Documentaries  
iii. Elements of a Picture  
iv. Lighting  
v. Scales of Heritage  
vi. Educational Posters
- (4 x 5 = 20 Marks)

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