

# **NCC FINAL EXAM**

ANS1 A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process.

ANS2 INTERSETTING THE  
READER+GUIDING THE READER,  
FAVOUR THE RETENTION  
MECHANISM

ANS3 TWO STEP FLOW,  
SNOWBALLEFFECT,PROPAGAND  
A

ANS4 MESSAGE

ANS5 SENDER>(ENCODING-  
MESSAGE-  
DECODING)>RECIEVER.

ANS6D

ANS7IT IS IMPORTANT TO STUDY  
THE TARGET PUBLICS IN ORDER  
TO PRODUCE AN EFFICIENT  
COMMUNICATION BECAUSE THE  
PUBLIC IS DIFFERENT TYPE AS  
SOME ARE SOCIAL-  
CULTURAL,SCIO-  
ECONOMICAL,PSHYCOLOGICALO

R ACCESSIBLE TO  
COMMUNICATION.

ANS8C

ANS9RULE OF THIRDS IS CALLED  
RULE OF COMPOSITION.

ANS10FALSE

ANS11TRUE

ANS12TRUE

ANS13B

ANS14HARMONY

ANS15DOMINANCE IS THE  
PRINCIPLE WHICH STATES THAT  
SOME TEXT ELEMENTS NEED TO  
HAVE MORE IMPORTANCES THAN  
OTHERS.

ANS16 YELLOW,BLUE,RED

ANS17PURPLE(RED+BLUE)

ANS18B

ANS19ITS TURN GREY

ANS20COMPLIMENTARY COLOR

ANS21BY CHANGING THE TINT OF  
COLOR

ANS22TRUE

ANS231)4

2)

3)2,3,4