

<b>F-2760</b>
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<b>Sub. Code</b>
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<b>7BVCA4</b>
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**U.G. DEGREE EXAMINATION, APRIL 2021 &  
SUPPLEMENTARY / IMPROVEMENT / ARREAR EXAMINATIONS  
Visual Communication**

**Allied — ELEMENTS OF SOUND**

**(CBCS 2017 onwards)**

Time : Three Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

Write a note on the following:

1. Recording.
2. DAW.
3. Echo.
4. 5.1 Surround.
5. Dubbing.
6. Synchronize.
7. Noise.
8. Microphone.
9. RR.
10. DTS.

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Write short notes on Digital recording.

Or

- (b) Explain Tape recording with an example.

12. (a) Write short notes on Acoustics.

Or

- (b) Define Mixing console.

13. (a) Write short note on live recording.

Or

- (b) Explain the types of filters used in microphone for recording.

14. (a) Explain the audio recording devices with examples.

Or

- (b) Differentiate Mono and Stereo recording.

15. (a) What is the process of re-recording?

Or

- (b) Illustrate a procedural block diagram for studio.

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. What are the principles of recording?
  17. Explain the input section, Output section and monitor section for recording.
  18. Explain the features of live recording.
  19. Discuss about the live recording during shooting of film.
  20. Explain the preparation and procedure for audio recording in studio.
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**F-4627**

**Sub. Code**

**7BVC6C1**

**B.Sc DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Sixth Semester**

**Visual Communication**

**ELEMENTS OF FILM**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define film.
2. What do you mean by world cinema?
3. Write a short note on mise-en-scene.
4. List out few silent movies in early cinema.
5. Define ideology.
6. What do you mean by screening?
7. What is frame?
8. Expand ASC.
9. Give your views about talkie era in Tamil cinema.
10. What is trench new wave cinema?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Differentiate between narrative and non narrative form.

Or

- (b) Discuss about principles of film.

12. (a) Discuss the aspects of mise-en-scene.

Or

- (b) What is realism in film?

13. (a) “Film follows a similar style”. Comment.

Or

- (b) Elucidate the form and content in films.

14. (a) Who is a cinematographer? Discuss his roles and responsibilities in film making.

Or

- (b) “Oscar award is the biggest and the most reputed award”. Discuss your views.

15. (a) Discuss about the history of world cinema.

Or

- (b) Explain about German expressionism.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about various types of genres.
17. Describe in detail about aspects and narrative functions of mise-en-scene.
18. Film festivals are conducted in all the parts of the world. Why is it conducted and what impact does it have on the audience?
19. Explain the various camera shots with illustration and their meaning.
20. “75 years of Tamil cinema has seen various directors contributing for the development of it”. Discuss your views.

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**F-4628**

**Sub. Code**

**7BVC6C2**

**B.Sc DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Sixth Semester**

**Visual Communication**

**FILM STUDIES**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Cinema.
2. Differentiate between film and society.
3. Explain Mise-en scene.
4. Comment on props.
5. Discuss about genre.
6. What is montage?
7. What is hero workshop?
8. Discuss about the role of audience.
9. What do you mean by world cinema?
10. Tell about contemporary Tamil movie directors.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain cinema as an institution.

Or

- (b) Differentiate between film appreciation Vs criticism.

12. (a) Discuss the role of camera movement in films.

Or

- (b) Compare between narrative and non-narrative.

13. (a) What is German expressionism?

Or

- (b) Describe of French new wave cinema.

14. (a) Discuss about audience positioning.

Or

- (b) Explain the role of fan clubs in Tamil cinema.

15. (a) “Great film maker bring out the culture and tradition in films”. Comment on the quote.

Or

- (b) Explain about any three international filmmakers and their few notable films.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Films plays a pivotal role in shaping the minds of the young people. Explain in detail how does its do that.

17. Discuss about the various elements required for film making.
18. Describe the portrayal of women in cinema.
19. Do audience get the message the creator of the message intended to say so. Discuss the gap the audience and the creator have and how to over come it.
20. Appreciate the movie "Tolet".

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**F-5072**

**Sub. Code**

**7BVCA2**

**U.G. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Visual Communication**

**Allied – PRINCIPLES OF DESIGN**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

Write a note on

1. Visual Structure
2. Shape
3. Texture
4. Line
5. Harmony
6. Proportion
7. Unity
8. Grid
9. Motivation
10. Perception

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Virtual Reality can be achieved using 3D design – Explain.

Or

- (b) Explain the role of shape in Communication design.

12. (a) Explain the importance of image in design with an example.

Or

- (b) Geometrical shapes can be used for creating 3D design – Illustrate.

13. (a) Explain the Principle of contrast with an example.

Or

- (b) Leading viewers eye can help to achieve rhythm – Explain.

14. (a) Explain the rule of third for emphasis principle in design.

Or

- (b) How do you achieve formal balance in design?

15. (a) Explain the role of sensation in accepting the design.

Or

- (b) Motivation leads to accept the design psychologically – Explain.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Abstract makes the 3D design simply understandable – Explain.
  17. How do you achieve design by replicating the nature? Give examples.
  18. Explain any three principles of design with examples.
  19. Achieving unity in design is a challenge – Discuss.
  20. Explain the role of creating inconvincing the viewer's perception in design.
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**F-5093**

**Sub. Code**

**7BVC2C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Second Semester**

**Visual Communication**

**MEDIA, SOCIETY AND CULTURE**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write any two functions of media.
2. What is mass media?
3. Comment on Pop culture.
4. What is hero-worship?
5. What is rhetoric?
6. What do you mean by stereo type?
7. What is meant by semiotics?
8. Comment on Psycho analysis.
9. Differentiate active and passive audience.
10. Comment on critical autonomy.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the role played by media in India.

Or

- (b) Write the power of social media in Tamil Nadu with an example.

12. (a) Culture is passed from one generation to another – Explain.

Or

- (b) Differentiate culture and subculture with an example.

13. (a) Explain media consciousness with an example.

Or

- (b) Write the relationship between cultural studies and media.

14. (a) Write the merits and demerits of reality shows.

Or

- (b) Explain the media analysis with an example.

15. (a) Explain the uses Gratification Theory with an example.

Or

- (b) Write the importance of audience positioning in media.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the social, political and economical impact of media in the society.
  17. Social media can create change in worldwide activities – Discuss.
  18. Explain the social construction of reality by media with an example.
  19. Discuss the role of Semiotics in society with an example.
  20. Explain the types of audience for media with examples.
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**F-5263**

**Sub. Code**

**7BVC3C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Third Semester**

**Visual Communication**

**ELEMENTS OF SCRIPT WRITING AND DIRECTION**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What you mean 'Exposition' in screen writing?
2. What is treatment?
3. Differentiate story and plot.
4. Short note on 'Dramatic irony'.
5. What is synopsis?
6. What is high angle?
7. What is the grammar of a movie?
8. 'NLE editing' give a short narration.
9. What is crane shots?
10. Who are they in 'Production Crew'?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) How do we connect the audience to the story?  
Or  
(b) What is screen writing paradigm?
12. (a) What are the types of 'Surprises' in screen writing?  
Or  
(b) Define screen play (Writing) as a line as arrangement of related incidents, episodes leading to a dramatic resolution.
13. (a) What are the difference in 'Character' and 'Characterisation'?  
Or  
(b) Differentiate 'Scenes' and 'Sequences'.
14. (a) What is the 'Conflicts' in a screen writing?  
Or  
(b) How does camera angles, effects psychologically on audience?
15. (a) How do locating the inciting incident in a screen writing?  
Or  
(b) What are the problems in narrating a story?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Enlist three pioneers in film editing.
17. What is film genre? How does it connect with structure of a screen writing?

18. What are the important camera movements?
  19. What are the process in film making?
  20. Elaborate with detail about the paradigm of a screen writing.
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**F-5264**

**Sub. Code**

**7BVC4C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2021 &  
Supplementary/Improvement/Arrear Examinations**

**Fourth Semester**

**Visual Communication**

**MEDIA PRODUCTION AND MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define "TPTV".
2. Idea generation is a part of \_\_\_\_\_
3. Which ministry is control 'All India Radio'?
4. When was Internet launched in India?
5. What is flogging?
6. Who is anchor?
7. What is pipe grid?
8. What is the purpose of transmitter?
9. Which was the first vernacular paper in India.
10. When, who radio invented?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Enumerate any three most popular television channels in India.

Or

- (b) What is the importance of circular department of any newspaper organisation?

12. (a) What are the two main categories of radio services?

Or

- (b) What is the function of 'TRAI'?

13. (a) Narrate about 'The information Technology Act'?

Or

- (b) What are the impact of new media on Traditional media?

14. (a) What are the process in television production?

Or

- (b) What are the lightings used in television broadcasting?

15. (a) Define piracy. What are the types of piracy?

Or

- (b) Distinguish Analogue and Digital Television.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. “Freedom of information through the media is critical for the well being of the natural culture”. Analysis.
  17. What are the newspaper categories?
  18. Elaborate the development of Television media in India?
  19. What is social media? What are the types of social media?
  20. Give an elaborate account of various equipments required for television production.
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