

S-5055

Sub. Code

22BVC3C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Visual Communication

AUDIO PRODUCTION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. Define audio recording and list two types of studio equipment used.
2. What is MIDI and why is it important in audio production?
3. Explain the significance of DAW in music production.
4. List two types of microphones and their uses in audio recording.
5. Describe the role of effects processors in sound production.
6. What is reverberation and how does it affect sound quality?
7. Briefly explain the concept of stereo audio processing.
8. Identify two types of audio cables used in studios and their purposes.

9. What is a patch bay and its function in a studio setting?
10. Define Foley recording and its application in post-production.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the workflow in sound and music production.

Or

- (b) Explain the process and importance of sound isolation and treatment in a studio.

12. (a) Describe the basic music theory relevant to audio production.

Or

- (b) Compare and contrast compressed and uncompressed audio formats.

13. (a) Outline the equipment and specifications for location sound recording.

Or

- (b) Explain the process of dubbing in post-production.

14. (a) Describe the different presentation formats in audio production.

Or

- (b) Discuss the significance of audio interfaces in recording studios.

15. (a) Explain the concept and application of virtual instruments (VST) in audio production.

Or

- (b) Discuss the role and impact of acoustics in recording, editing, and mixing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the introduction to audio recording, highlighting the significance of studio equipment.
17. Discuss MIDI sequencing and editing MIDI, including its impact on audio production.
18. Explain in detail the acoustics involved in recording, editing, and mixing, focusing on audio effects.
19. Describe the process and challenges of location sound recording, including equipment and specifications.
20. Discuss the final mix process in post-production, covering aspects such as dubbing, effects, and Foley recording.

S-5056

Sub. Code

22BVCA3

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Visual Communication

Allied – CINEMATOGRAPHY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. What is illusion of movements?
2. What is the use of 16 mm and 35 mm formats?
3. What do you mean circle of confusion?
4. Why do we need framing?
5. What is shadow Art?
6. What is light interpretations?
7. Mention the use of color filters?
8. What is steady cam?
9. What is the use of skimmer.
10. Why do we need colour temperature?

Part B

(5 × 5 = 25)

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

11. (a) Explain the functions and advantages of Move Camera.

Or

- (b) Comment on mirror less and optical film cameras.

12. (a) Write a note on Depth of field with suitable examples.

Or

- (b) What is rule of third? Explain.

13. (a) Explain the role of Forms, Shapes and Masses in photography lighting.

Or

- (b) Differentiate primary and secondary colours.

14. (a) Define and explain the role and meaning of Camera Angles.

Or

- (b) Specify the types of shots and its role.

15. (a) Write a note on the functions of CFL, HMI, and LED.

Or

- (b) Distinguish the process of reflector and diffuser.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define photography. Explain the different types of cameras and its process.
 17. Discuss the basic compositional elements of photography.
 18. Comment on role of perspective and its importance in photography.
 19. Discuss the camera view and movements with suitable diagrams.
 20. Elaborately discuss the lighting techniques, equipments and various types of lights.
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S-5057

Sub. Code

22BVC4C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fourth Semester

Visual Communication

VIDEO PRODUCTION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions

1. What do you mean by Analog?
2. Expand the terms – HD, UHF and OLED.
3. What is set play in design?
4. What is spec script?
5. What is the use of tripod?
6. What is called non-fiction?
7. Define chrominance.
8. What is colour temperature?
9. What is a title card?
10. What is SFX?

Part B

(5 × 5 = 25)

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

11. (a) Mention and explain the three stages of production.

Or

- (b) Write a note on the importance of television standards.

12. (a) Differentiate story board and screenplay with examples.

Or

- (b) What is production crew? Explain its functions.

13. (a) Explain camera setup of TV serials and production stage.

Or

- (b) What is the difference between ENG and EFP? Explain.

14. (a) Distinguish the concept of on screen sound and off screen sound with examples.

Or

- (b) Specify and explain the various types of microphones and its benefits.

15. (a) How you prepare SFX and titling for TV programme? Explain its steps.

Or

- (b) What is transitions? Explain its basic types.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the new technology, function and various genres in television with suitable examples.
 17. Trace the types of scripting in television and prepare one story board for talk show programme.
 18. What is the difference between single and multiple-camera production? Draw and explain the camera setup for reality shown and news production.
 19. Specify the role functions, importance and types of lighting with examples.
 20. Command on types and techniques of editing with specific references.
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S-5058

Sub. Code

22BVC4C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fourth Semester

Visual Communication

DIGITAL FILM PRODUCTION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Slug line?
2. Define Script.
3. Why do we need Director?
4. What is Visualization?
5. What is the role of filters?
6. Define Framing.
7. Why do we need transition?
8. What is rough cut?
9. What do you mean by Sync?
10. Outline SFX.

Part B

(5 × 5 = 25)

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

11. (a) Define and explain plot development.

Or

- (b) What do you mean by shooting script? Explain.

12. (a) Explain the responsibilities of Film Director.

Or

- (b) What is the work of Art director? Explain the relationship with Director.

13. (a) What are the qualities required for a Cinematographer?

Or

- (b) Comment on the concept of lighting.

14. (a) Explain the functions of film editor.

Or

- (b) How does an editor work with a director? Explain.

15. (a) Specify the computer software used for sound in Film Industry.

Or

- (b) Write a note on Dubbing, sound effects and Mixing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborately discuss the concept of generating idea, characters building and screenplay.
 17. Explain the Directors relation with Producer, Music Director and Production Manager.
 18. Discuss the role, functions and responsibilities of Cinematographer.
 19. Define Editing. Discuss the Editors relation with Cameraman and Sound Engineer.
 20. Trace the functions of Sound engineer and explain the sound engineer knowledge in sound with examples.
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S-5059

Sub. Code

22BVCA4

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Visual Communication

Allied – FILM EDITING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Film?
2. What is Editing?
3. Define Match Cut.
4. What is Screen direction?
5. What is Symbolism?
6. What is 'L' cut in film?
7. Define Time Lapse.
8. What is Copy editing?
9. Why do we need Vision Mixer?
10. What does logging mean in film?

Part B

(5 × 5 = 25)

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

11. (a) What are the four stages of film editing? Explain.

Or

- (b) Differentiate Linear and Non-Linear editing.

12. (a) Define and explain the meaning of camera angle in film production.

Or

- (b) Write a note on Smooth cut, Matching tone and Matching.

13. (a) What are shots used for in film? How do you take good shots for film?

Or

- (b) Specify and explain the term assembly and continuity editing.

14. (a) Define and explain the various types of Rhythm.

Or

- (b) Differentiate the term slow moderate and fast tempo with examples.

15. (a) What is Track? Explain the functions of Mixed and International track.

Or

- (b) Explain the usage of visual effects in creative editing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Specify and explain the functions of various editing tools. Which tool is best for video editing?
 17. Discuss the Psychology Justification of film editing and its impact on Audience. Justify your answer with suitable examples.
 18. 'Editing is the foundation of film Art' – Support or oppose your views with examples.
 19. Define Pace. What is Pace in a story? What are the different types of pacing in film?
 20. Comment on the Final Mixing in film making.
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S-5060

Sub. Code

22BVC5C1

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Visual Communication

MEDIA CULTURE AND SOCIETY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is the scope of mass media?
2. Define correlation.
3. What do you mean by commodities?
4. What is the purpose of sub culture?
5. Why do we need culture?
6. Define narrative.
7. Why do we need media text?
8. What is the use of codes in media?
9. Specify the importance of bullet theory.
10. Mention the types of media audience.

Part B

(5 × 5 = 25)

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

11. (a) Define and explain the functions of mass media.

Or

- (b) What is the role of media in Indian society? Explain.

12. (a) How media plays an important role in political culture?

Or

- (b) Differentiate popular culture Vs people's culture.

13. (a) What are the three messages of the rhetoric of the image? Explain.

Or

- (b) Specify the role of stereotypes in gender identify.

14. (a) What is psychoanalysis? Explain with examples.

Or

- (b) What are the effects of CGI and special effects on the audience's perception of realism in film?

15. (a) How does the uses and gratification theory explain the different ways audiences interact with media?

Or

- (b) What are the key differences between active and passive audience, and how do they influence our understanding of media consumption?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various effects of mass media on society and culture.
17. How does the idea of a celebrity as a brand influence the idea of a celebrity as a brand influence the way they are marketed and presented in the media? Justify this statement with examples.
18. Comment on the cultural studies approach examine the role of media in shaping cultural identities and social norms with suitable references.
19. In what way does a semiotic approach analyze the use of signs and symbols in media texts to create meaning?
20. Why do we need media audience analysis? Explain its implications and challenges.

S-5061

Sub. Code

22BVC5C2

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Visual Communication

FILM STUDIES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by commodity?
2. Mention the qualities of film critic.
3. What are the benefits of lighting?
4. Define Editing.
5. What is an auteur in film?
6. Mention the types of Montage.
7. What do you mean by demographic audience?
8. Define Avant – garde film
9. Who is Abbas Kiarostami?
10. Specify the contribution of M.T. Vasudevan Nair in cinema.

Part B

(5 × 5 = 25)

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

11. (a) 'Cinema as an institution' – Explain with example.

Or

- (b) Differentiate the meaning of film review, film Appreciation and criticism.

12. (a) Discuss the role of Mise-en-scene in film.

Or

- (b) Identify the camera movement and importance of sound in film production.

13. (a) What is German Expressionism? Explain.

Or

- (b) In what ways do economic and political conditions in Third World Countries influence the production, content and distribution of their films.

14. (a) Define and explain the term Hero worship.

Or

- (b) What are the ways the audience reactions and reviews impact the commercial success and critical reception of a film?

15. (a) Specify the cinematic style of Sergei Eisenstein films.

Or

- (b) Write a note on the contribution of Mrinal Sen and Ingmar Bergman to the film production.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the impact and influence of film in social and political issues.
 17. Analyse the approaches to Narrative and Narrative films with reference to cinematic codes.
 18. Elaborately explain the various Genres of film with suitable examples.
 19. Comment on 'Audience as the Meaning Makers' and explain the importance of Audience positioning.
 20. Identify the unique film making style of Satyajit Ray, Akira Kurosawa and Roman Polanski.
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S-5062

Sub. Code

22BVC5C3

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Visual Communication

MEDIA MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is Radio Drama?
2. Who is the first controller of Indian Broadcasting.
3. Define Society.
4. What is Mass culture?
5. What is Teleclub?
6. Name any two audience measuring strategy in Television.
7. Define Media Schedule.
8. What is Sales promotion?
9. What do you mean by Internet Management?
10. What are Electronic Commerce Initiatives?

Part B

(5 × 5 = 25)

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

11. (a) Critically analyse the term Management and Media. Do you think Media Managers work efficiently.

Or

- (b) Explain the impact of Media on society.

12. (a) Explain the structure of AIR.

Or

- (b) Explain on the different genres of Radio programmes.

13. (a) How does the cable TV operates? Explain.

Or

- (b) Elaborate on the Studio and Field production process in Television.

14. (a) Enumerate on the role of Advertising in Marketing.

Or

- (b) Describe the Marketing plan and terminology involved in it.

15. (a) Write short notes on Internet Management.

Or

- (b) Enlist the functions of Internet.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Amplify on the Impact of Mass media.
 17. Discuss the programming and organisational structure of All India Radio.
 18. What is Television Marketing? Explain in detail.
 19. Give a detail report on Social Advertising and its necessity.
 20. What is Digital Marketing? Explain its types and functions.
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S-5063

Sub. Code

22BVC5C4

B.Sc. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Visual Communication

VISUAL ANALYSIS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define Denotation.
2. What is Signifier?
3. Outline the importance of Consumerism.
4. Identify the role of dialectical Materialism.
5. What do you mean by Super ego?
6. Why do we need Defense Mechanisms?
7. Define Ethnicity.
8. What is Mass society?
9. Why do we need Marketing?
10. Specify Consumer Behaviour.

Part B

(5 × 5 = 25)

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

11. (a) Define and explain the forms of signs.

Or

- (b) What is codes? Explain the cultural aspects of codes in film.

12. (a) Write a note on the functions of Consumer Society.

Or

- (b) What is Hegemony? Explain.

13. (a) How are the concepts of the ego, Id and superego represented through the characters and their actions?

Or

- (b) Explain the concept of Gaze function within the Media text.

14. (a) Write a note on Stereotypes.

Or

- (b) Comment on Postmodernism.

15. (a) Why do we need Brand analysis? Explain.

Or

- (b) Explain the problems and challenges in Social Media advertising.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Differentiate Syntagmatic and Paradigmatic analysis with suitable examples.
 17. Elaborately discuss the concept of Marxist Criticism in the post modern world.
 18. How is Aggression and Guilt symbolically represented in the film? Explain with suitable examples.
 19. Comment on the significance of Sociological analysis.
 20. What do you mean by Metaphor and Metonymy? How it is used in film narration.
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