

<b>S-7030</b>
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<b>Sub. Code</b>
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<b>22BVC5C1</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Fifth Semester**

**Visual Communication**

**MEDIA CULTURE AND SOCIETY**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. Define Mass Media.
2. What is the benefits of culture?
3. Why is it important to understand discriminate?
4. Define brand.
5. What do you mean by stereotypes?
6. What is society?
7. Specify the term Race.
8. Why do we need signs?
9. Who is target audience?
10. What is demographic?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various functions of mass media.

Or

- (b) Specify the power of mass media and its effects on society.

12. (a) Comment on hero-worship.

Or

- (b) Why do brands use celebrity endorsements? Explain with examples.

13. (a) Write a note on media myths.

Or

- (b) What is rhetoric? Explain with examples.

14. (a) Define and explain the sociological analysis in Media.

Or

- (b) 'Media and Realism' – Explain this with references.

15. (a) Differentiate Active and passive audience.

Or

- (b) Explain the importance of audience positioning in Media analysis.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the characteristics and effects of mass media on society and culture.
  17. Comment on media and popular culture with reference to youth.
  18. What is the impact of repeated exposure to certain media messages on the construction of social reality? Explain with examples.
  19. Define and explain the role of semiotics in Media analysis.
  20. Explain the various theories of audience and the importance of audience analysis.
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<b>S-7031</b>
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<b>Sub. Code</b>
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<b>22BVC5C2</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Fifth Semester**

**Visual Communication**

**FILM STUDIES**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. List out the merits of film.
2. Why do we need film critic?
3. What is the use of flashbacks in cinema?
4. Specify the types of sound.
5. Define montage.
6. What is auteur?
7. Mention the types of media audience.
8. What do you mean by plot?
9. What is Apu trilogy?
10. Who is Roman Polanski?

**Part B**

(5 × 5 = 25)

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

11. (a) How does film reflect and shape societal values and norms? Explain with examples.

Or

- (b) Differentiate the concept of film appreciate and film review.

12. (a) Explain the importance of camera movement and its meaning.

Or

- (b) Compare and contrast the concept of narrative and Non-Narrative films.

13. (a) Write a note on the characteristics of Italian Neorealism.

Or

- (b) Comment on the representation of gender roles in film.

14. (a) 'Audience as the meaning makers' -Justify this statement with examples.

Or

- (b) What is fan clubs? Explain its functions.

15. (a) In What ways did Sergei Eisensteins concepts of intellectual montage contribute to the development of cinematic language? Explain.

Or

- (b) Write about the contribution of Akira Kurosaiva to the film industry.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the origin, development and impact of film in Indian politics.
  17. Comment on the significance of Mise-en-scene in film making.
  18. Distinguish the concept, structure and process of French new wave and neo realism.
  19. Elaborately discuss the portrayal of heroes in Tamil films particularly with regard to contemporary issues and changing social dynamics.
  20. Write a note on the contribution of Satyajit Ray. Mrinal senand and Vasudevan Nair to the film Industry.
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<b>S-7032</b>
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<b>Sub. Code</b>
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<b>22BVC5C3</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Fifth Semester**

**Visual Communication**

**MEDIA MANAGEMENT**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. Explain Radio Feature?
2. Define sitcom.
3. Define Media.
4. What is Media Management.
5. Name few radio production Techniques.
6. What is EFP?
7. What are the three stages of production in television?
8. Define Advertising management.
9. What is Ad Management System.
10. Define E-Commerce.

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes on the impact of mass media.

Or

- (b) What are the various categories of media Audience. Explain.

12. (a) Give a brief account on the sales management in Radio.

Or

- (b) Programme Production in Radio Detail on the above.

13. (a) Enumerate on the strategies for effective Television Management.

Or

- (b) Explain the structure of TV Station.

14. (a) What is the role of Advertising in the market process.

Or

- (b) Explain the term “Media Strategy” in Advertising.

15. (a) Discuss the components of E-Commerce.

Or

- (b) Give a brief account on sales in internet.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Trace the growth and origin of media industry in India.
  17. Mention some of the promotion strategies used by Radio.
  18. Detail on the sales and promotion of programme techniques used by television.
  19. Elaborate on Advertising management and concepts related to it.
  20. What is direct marketing on internet and explain the customer service in Internet marketing.
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<b>S-7033</b>
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<b>Sub. Code</b>
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<b>22BVC5C4</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Fifth Semester**

**Visual Communication**

**VISUAL ANALYSIS**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. What is the benefit of sign?
2. Define Icons.
3. What do you mean by Marxism?
4. Why do we need Ideology?
5. What is Guilt?
6. Mention the purpose of conscious in visual analysis.
7. What do you mean by ethonography?
8. Why do we need Values?
9. What is brand?
10. Define Advertisement.

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate the denotation and connotation concepts with examples.

Or

- (b) What is Paradigmatic analysis? Explain.

12. (a) Write a note on the significance of consumer society.

Or

- (b) What are the key components of grid-group analysis and how do they apply to analyzing visual compositions?

13. (a) In what ways do visual media use symbolism to convey themes related to the Oedipus complex?

Or

- (b) Explain the methods used in psycho analysis to explore a person's unconscious thoughts and feelings.

14. (a) Define and explain the concept of bureaucracy in visual analysis.

Or

- (b) Comment on postmodernism.

15. (a) Identify the role of metaphors in film.

Or

- (b) Explain the importance of Advertising analysis with examples.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborately discuss the role, importance and functions of semiotic in visual analysis.
  17. Comment on Marxist criticism in the post modern world.
  18. Discuss the role of Freud's psychoanalytic criticism with reference to Tamil movie.
  19. How does media content contribute to the socialization of individuals, particularly regarding norms, values and belief?
  20. What is the relationship between consumerism promoted in social media advertisement and individuals sense of self worth?
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<b>S-7034</b>
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<b>Sub. Code</b>
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<b>22BVC6E1</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Sixth Semester**

**Visual Communication**

**Elective – DESIGNING FOR NEW - MEDIA**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. What is Ideation?
2. Define Graphics?
3. What is the colour red denotes?
4. What is Hex Codes?
5. What is post?
6. What do you mean by blogspot?
7. What is storyboard.
8. Define Thumbnails.
9. What do you mean by tertiary colours?
10. Define layout.

**Part B**

(5 × 5 = 25)

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

11. (a) What is the role of research in designing.

Or

- (b) Write short notes on Typography and how to choose font for design.

12. (a) Enumerate on the Do's and Don't in visual designing.

Or

- (b) What are licensed graphics and explain licensing design?

13. (a) Create an inspirational post on your blog under the an "Attitude".

Or

- (b) How on advertisement can be impactful? Discuss.

14. (a) What is the impact of animated advertisement in digital marketing?

Or

- (b) How a digital layout is prepared? Explain.

15. (a) Design a visiting cord for a business concern.

Or

- (b) Summarize on the video file formats.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the CMYK and RGB, raster and vector graphics.
  17. Explain the psychology of colours.
  18. How you will create a video to post in social media.
  19. What is channel art? How to create channel art?
  20. Detail on the various compressing file formats in video and Image.
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<b>S-7035</b>
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<b>Sub. Code</b>
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<b>22BVC6E2</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective — MAGAZINE PRODUCTION, LAYOUT AND  
DESIGN**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all the questions.**

1. Define the term magazine.
2. What is circulation?
3. Identify the characteristic of typography.
4. What is space?
5. Define the term layout.
6. What is contrast?
7. Write a note on infographics.
8. Identify the concept of advertisement.
9. What is fortnightly magazine?
10. Define the term bi-monthly release.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the layout design followed in a general magazine.

Or

- (b) What are the characteristics of a magazine?

12. (a) Discuss the functions of exclusive coverage of any sensational content.

Or

- (b) Describe the method of inserting visuals and necessary graphics in a layout.

13. (a) Elaborate on the principles and elements of design.

Or

- (b) Discuss the layout design of any entertainment Tamil magazine.

14. (a) Write in detail on the development of technologies in print production process.

Or

- (b) Discuss on the layout and visual placement in advertisement posters.

15. (a) Critically analyze the style of content in any sports magazine.

Or

- (b) Write in detail on the choice of selection of articles in a general magazine.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Critically analyze the innovative layout designing in any Tamil magazine.
  17. Discuss on the significance of layout designing and selection of topics for an editorial page.
  18. Comment on the role of editing content in specialized magazines.
  19. Discuss in detail on the circulation and promotion process of a magazine.
  20. Elaborate on the impact of e-magazine on traditional magazine.
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<b>22BVC6E3</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective — COMMERCIAL BROADCASTING**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is creative brief?
2. Define Ideation.
3. List out film formats.
4. What is meant by pre-production?
5. What is indoor shooting?
6. Define pre-scoring.
7. What is meant by special effects?
8. Define Montage.
9. What is in-house production?
10. Define budgeting.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain advertising strategy in detail.

Or

- (b) Discuss about storyboard in brief.

12. (a) Write about film stocks.

Or

- (b) Outline the significance of casting director.

13. (a) How would you record the sound in track?

Or

- (b) Explain the importance of special effects.

14. (a) Explain the types of editing.

Or

- (b) Write short note on animation.

15. (a) Describe the factors affecting budgeting.

Or

- (b) Discuss the future of TV commercial production.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the ad script formats in detail.
  17. Elaborate the pre-production process.
  18. Write an elaborate essay on outdoor shooting.
  19. How does the special effects help to convince the audience?
  20. Elaborate the problems with in-house production.
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<b>Sub. Code</b>
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<b>22BVC6E4</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective — MEDIA RESEARCH METHOD**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is research design?
2. Define Hypothesis.
3. Why do we need data analysis?
4. Mention some types of Audience Surveys.
5. What do you mean by Discourse analysis?
6. Specify primary data.
7. What is Audience Segment?
8. Define Feedback.
9. Who is Consumer?
10. Why do we need Advertisement?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the meaning, process and research problem.

Or

- (b) Comment on sampling and its importance in research.

12. (a) Identify the election related surveys and its advantages.

Or

- (b) Compare and contrast the concept of case study method and cross-cultural research method.

13. (a) Explain the steps involved in semiotic analysis.

Or

- (b) Write a note on socio-psychological research and its merits.

14. (a) What do you mean by resource mapping? Explain.

Or

- (b) What is summative research? Mention its impact.

15. (a) Comment on product testing.

Or

- (b) Define and explain concept and copy research.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Analyse the structure and design of Anthropological and experimental research.
  17. Write a note on :
    - (a) Observation Method
    - (b) Interview Method
    - (c) Content Analysis
  18. What are the potential biases and limitations associated with qualitative and quantitative research and how can researchers mitigate these issues to ensure reliable and valid results?
  19. Prepare a research design based on the following topic – ‘The impact of digital streaming platforms on Traditional Film Media : A Comparative Study of Audience Engagement and Distribution’.
  20. Discuss the strengths and weakness of the DAGMAR Model in measuring advertising effectiveness in the digital age.
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**S-7038**

**Sub. Code**

**22BVC6E5**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective : WORLD CINEMA**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all the questions.**

1. Define MPPC.
2. What is UHD?
3. What do you mean by Box-Office?
4. Define Surrealism.
5. What is Impressionism?
6. Who is the father of Indian Cinema?
7. Define NFAI.
8. What is FTII?

9. Name the directors of the golden era of the Tamil Cinema.
10. Name the first talkie in Tamil Cinema.

**Part B**

(5 × 5 = 25)

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

11. (a) Give a brief account on Hollywood Cinema.

Or

- (b) Summarize on Lumiere brothers contributions towards cinema.

12. (a) Write short notes on Birth of Talkies.

Or

- (b) What is HD? Explain in detail.

13. (a) Explain Soviet Montage.

Or

- (b) Give a brief account on French New wave.

14. (a) Explain in detail Studio System.

Or

- (b) What is CBFC? Explain the role of CBFC in censorship.

15. (a) Trace the history of Tamil Cinema.

Or

- (b) Discuss the Golden era of Tamil Cinema.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on film making techniques of Griffith, George Melies and Edwin S. Porter.
  17. Elucidate the impact of Depression era to world Cinema.
  18. Examine on the nuances of Italian Neo-realistic and German Expressionism.
  19. Elaborate on the functions and role of NFDC in India.
  20. Describe the movies of Tamil Legendary film makers.
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**S-7039**

**Sub. Code**

**22BVC6E6**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective : MEDIA LAWS AND ETHICS**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all the questions.**

1. Define Preamble.
2. What is RTI?
3. What is Libel?
4. Write the role of Press Council.
5. What is the work of ASCI?
6. Define CBFC.
7. What do you mean by Cyber law?
8. Define social networking.
9. Write any two code of ethics to be followed in Television.
10. Write on Joshi Committee.

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes on Defamation.

Or

- (b) Give a brief account on Indian Constitution.

12. (a) Explain the copyright act.

Or

- (b) Elaborate on Indecent representation of women act.

13. (a) Discuss on the ethics formulated by ASCI.

Or

- (b) List the code of ethics of public relations.

14. (a) Write the ways of Film Censorship. How do the films are censored?

Or

- (b) Explain the significance of Broadcast regulation bill 2007.

15. (a) Why cyber law is important?

Or

- (b) Discuss briefly the impact of internet.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain the freedom and role of press in India.  
17. Amplify on official secret act.

18. Summarize on the code of ethics of Advertising. Do you think the broadcasters follow the ethics? Comment.
  19. Write the code of ethics in Radio and Television.
  20. Explain in detail the types of cyber crime and necessity of cyber law.
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<b>S-7040</b>
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<b>Sub. Code</b>
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<b>22BVC6E7</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Sixth Semester**

**Visual Communication**

**Elective — DEVELOPMENT COMMUNICATION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Gandhian concept of development?
2. Write about participatory model.
3. What is social development?
4. Define post-modern.
5. Discuss the role of planning in development.
6. Define Community Radio.
7. Write the names of any five television which are good examples of development communication in India.
8. Define the term folk art.
9. Write a brief note on SITE experiment.
10. What is alternative communication?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the concept of schumpeter development theory.

Or

- (b) Discuss the term alternative paradigms.

12. (a) Elaborate the nature of cultural development.

Or

- (b) Outline the role of communication in social change.

13. (a) Discuss the importance of environment empowerment.

Or

- (b) Give a brief note on KHEDA.

14. (a) Explain Community Radio and its role in development.

Or

- (b) Discuss about development support communication.

15. (a) Explain the changing paradigms of development.

Or

- (b) How would you develop social media marketing campaign to “Save Water”?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various concepts of development in detail.
  17. Describe the Diffusion of Innovation model in detail.
  18. Elaborate Panchayati Raj system in India.
  19. Discuss the use of folk media and mass media for social change.
  20. Describe the Sustainable Development Goals of 2030 Agenda.
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**S-7349**

**Sub. Code**

**22BVC2C1**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Visual Communication**

**STORY AND SCRIPT WRITING**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all the questions.**

1. Define 'One line story'.
2. Explain plot.
3. What is a 'Master scene script'?
4. Describe the role of "Scene Breakdown".
5. Discuss play verses screen plays.
6. What are the components of storyboard?
7. Explain the term "Service Announcement".
8. What is feature writing in news?
9. What is a concept?
10. Outline the process of writing for radio.

**Part B**

(5 × 5 = 25)

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

11. (a) Analyse the importance of story development in creating engaging scripts.

Or

- (b) Discuss the evolution of script formats and the impact of storytelling.

12. (a) Evaluate the significance of articles, new feature and advertorials in print media.

Or

- (b) Discuss the process of creating a storyboard for advertising.

13. (a) Explain the 'show don't tell' technique in script writing.

Or

- (b) Discuss the challenges faced in writing for serials and talk shows.

14. (a) Elaborate on the different type of script formats.

Or

- (b) Critically assess the process of interview and television political discussion in broadcast media.

15. (a) Elaborate on the elements of writing for visual media for broadcast shows.

Or

- (b) Discuss the process of writing for short films.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Provide a Comprehensive analysis of the III Act Structure.
  17. Discuss the transformation of storytelling from traditional plays to modern screenplay.
  18. Evaluate the role of print media new writing in the digital age.
  19. Create a 30 second public service advertisement script for “Right to vote”.
  20. Design a radio script for a Segment titled “Voice of my city”.
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<b>Sub. Code</b>
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<b>22BVC3C1</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Visual Communication**

**AUDIO PRODUCTION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Explain the purpose of reference studio monitors in audio production.
2. Describe what DAW stands for and its significance.
3. What is the difference between digital and analog audio interfaces?
4. List two audio effects and their uses in mixing.
5. Define MIDI sequencing and its application in sound production.
6. What are VST instruments and their importance in music production?
7. Explain the concept of audio interfaces and why they are crucial in studios.
8. Describe two methods of sound isolation in studio environments.

9. What is the role of a console in audio recording?
10. Define the term 'locked cut' and its relevance in post-production.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the role of compressors in audio production.

Or

- (b) Explain the workflow of sound and music production, focusing on computer configurations.

12. (a) Outline the process of recording, editing, and mixing in audio production.

Or

- (b) Compare mono and stereo presentation formats.

13. (a) Describe the critical aspects of studio configuration for optimal sound quality.

Or

- (b) Discuss the importance of daily logs in location sound recording.

14. (a) Explain the significance of reverberation time and room dimensions in studio design.

Or

- (b) Describe the process and tools involved in audio editing and mixing.

15. (a) Discuss the concept of audio post-production and its components.

Or

- (b) Explain the use of audio cables and interconnects in a studio setting.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Provide a detailed explanation of the basic workflow of sound and music production, including DAWs.
17. Discuss the theory and practice of audio editing and mixing, with emphasis on effects like delay and reverb.
18. Describe the equipment and considerations for location sound recording and the importance of sound isolation.
19. Explain the process involved in dubbing, effects, and Foley recording for post-production.
20. Elaborate on the final mix process, including the importance of premixes and presentation formats.
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<b>S-7351</b>
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<b>Sub. Code</b>
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<b>22BVC3C2</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Third Semester**

**Visual Communication**

**ADVERTISING & PR**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Discuss the importance of brand positioning.
2. Explain the difference between brand and product.
3. Why logo is important for a brand?
4. What is media planning?
5. Briefly explain target audience
6. Mention the key elements in an advertisement.
7. What is AIDA model?
8. Explain PR.
9. List out the PR tools.
10. Define the principles of PR.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the consumer journey with the use of AIDA model.

Or

- (b) Explain the concept of product life cycle.

12. (a) Design a print advertisement for a cosmetics product of your choice.

Or

- (b) Draw the structure of advertising agency and discuss its roles and functions.

13. (a) Write a note on history of PR in India.

Or

- (b) Categorise the types of appeals in advertising.

14. (a) Examine the market segmentation and its impact on creating an advertisement.

Or

- (b) Discuss the role of PR in public sector.

15. (a) How to write a press release?

Or

- (b) Determine the importance of press conference in PR campaign.

### Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Estimate the role of creativity in an advertising campaign and explain how it contribute to consumer engagement.
  17. Analyse the impact of digital advertising in traditional advertising methods. Discuss the advantages and challenges.
  18. Elaborate the procedure to conduct PR campaign and design a campaign strategy for any social awareness campaign.
  19. Analyse how companies integrate CSR initiatives into their PR strategies to enhance brand credibility.
  20. How brands are utilising the IPL season to promote their products? What are the strategies they employing to maximise brand visibility?
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<b>S-7354</b>
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<b>Sub. Code</b>
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<b>22BVCA3</b>
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**U.G. DEGREE EXAMINATION, APRIL 2025**

**Visual Communication**

**Allied – CINEMATOGRAPHY**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Mention the uses of Mirror less camera.
2. Explain SLR camera.
3. Define composition.
4. What is meant by white balance?
5. What is Masses?
6. Define perspective.
7. What is meant by worm's eye view?
8. Write the uses of filters.
9. Define light meter.
10. Write the usage of reflector.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain types of cameras.

Or

- (b) Discuss the various film formats.

12. (a) Write about rule of third.

Or

- (b) Explain depth of field in detail.

13. (a) Discuss primary and secondary colors.

Or

- (b) Write a brief note on lighting accessories.

14. (a) Explain the types of camera movements.

Or

- (b) Write short note on colour filters and its usage.

15. (a) Explain the various types of lights.

Or

- (b) Discuss the importance of diffuser.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Inspect the historical development of cameras.
  17. Examine the elements of composition in detail.
  18. Write an elaborate essay on lights interpretations.
  19. Elaborate the types of camera angles in detail.
  20. Explain three point lighting in detail.
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<b>S-7355</b>
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<b>Sub. Code</b>
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<b>22BVC4C1</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Visual Communication**

**VIDEO PRODUCTION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is Analog?
2. Mention the functions of Television.
3. Why do we need script?
4. Specify function of production crew.
5. What is fiction in movies?
6. List out the different types of reality shows.
7. What do you mean by off-screen sound?
8. Why do we need lighting?
9. What is the benefit of Jump cut?
10. Define SFX.

**Part B**

(5 × 5 = 25)

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

11. (a) Define and explain various types of Television Genres with examples.

Or

- (b) Why do we Television standards? Explain its different kinds.

12. (a) Specify the importance and advantages of storyboard.

Or

- (b) Explain the functions and role of set design in film making.

13. (a) Comment on the usage of camera mounting devices.

Or

- (b) What is ENG and EFP? Explain its production process.

14. (a) Differentiate Chrominance and Lumiance and its effect.

Or

- (b) Explain the types of lighting and its merits.

15. (a) Write a note on role of basic transitions in film production.

Or

- (b) What is the use of Television-graphics and special effects in film making process?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various production stages of Television with proper references.
  17. Specify the types of scripting and prepare a drama script for Television.
  18. Elaborately explain the single and multi camera production for various TV programme.
  19. What is the use of Microphone? Explain its types in various programs.
  20. Define and explain the methods of editing and its advantages.
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**S-7356**

**Sub. Code**

**22BVC4C2**

**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Visual Communication**

**DIGITAL FILM PRODUCTION**

**(CBCS – 2022 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**Part A**

**(10 × 2 = 20)**

**Answer all questions.**

1. Define the term slug line.
2. What is a plot?
3. State the role of a film director.
4. Identify the concept of scripting.
5. Define the term composition.
6. Write any characteristic of lens.
7. What is negative cutting?
8. Mention the role of a sound engineer.
9. State the need for dubbing.
10. What is sound mixing?

**Part B**

(5 × 5 = 25)

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

11. (a) Write a brief note on planning a story.

Or

- (b) Explain the functions of script breakdown.

12. (a) What is the role of a film director?

Or

- (b) Write in detail on the relation of a director with a cinematographer.

13. (a) Discuss the impact of cinematographer's knowledge on lighting.

Or

- (b) What are the types of lenses and filters?

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

Or

- (b) What are the tools and techniques involved in editing?

15. (a) Elaborate on the functions of a sound engineer.

Or

- (b) Write in detail on types of sound effects.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the techniques involved in script breakdown.
  17. Discuss in detail on the role of director with relation of his other crew members.
  18. Critically analyze the types of Lighting and its accessories.
  19. Comment on the functions of a film editor with his knowledge to concept, time and space.
  20. Write in detail on the applications of software in sound mixing and sound effects.
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<b>Sub. Code</b>
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<b>22BVCA4</b>
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**U.G. DEGREE EXAMINATION, APRIL 2025**

**Visual Communication**

**Allied – FILM EDITING**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is the use of rough editing?
2. What do you mean by standard cut?
3. Define 180 degree rule.
4. What is eye line?
5. What is the importance of film editing?
6. Define Leit Motif.
7. What is pace?
8. Define Rhythm.
9. What is mixing in editing?
10. Why do we need tracks in editing?

## Part B

(5 × 5 = 25)

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

11. (a) Specify the editing tools and its uses.  
Or  
(b) What is film and ODI? Explain.
12. (a) Comment on consecutive actions with examples.  
Or  
(b) Write a note on creation of illusion of reality with reference to editing.
13. (a) Define assembly in editing. What is the difference between assembly and rough cut?  
Or  
(b) Differentiate the techniques of slow and fast motion with examples.
14. (a) Comment of Time contribution in Editing.  
Or  
(b) Define and explain the role of pace in film.
15. (a) What is Final mixing? Briefly explain.  
Or  
(b) Write a note on EDL, and XML.

## Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define Editing and differentiate the concept of Linear and Non-linear Film editing with suitable examples.
17. How is psychology used in film? Discuss the psychology justification of film editing and its impact on audience with suitable examples.

18. What is the essence of editing? Explain the importance and role of continuity through dialogue, action shots and sound.
  19. Define rhythm and discuss its role in camera movement, time and tempo.
  20. Discuss the contribution and usage of visual effects in creative editing.
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