

C-3783

Sub. Code

83613

B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define – Verbal Communication.
2. Define – Intrapersonal Communication.
3. What is Intercultral Communication?
4. Define – Semiotics.
5. Define Perception.
6. What is optical illusion?
7. What is Global Media?
8. List any two uses of Digital Media.
9. Define Pragmatic.
10. What is Denotation Culture?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the Concept and Techniques of Visual Communication.

Or

- (b) Write the differences between Verbal and Non-verbal communication.

12. (a) What are the Barriers in Communication?

Or

- (b) Explain Whites Gatekeeper theory.

13. (a) Outline the Process in Design.

Or

- (b) Explain the importance of Visual Communication.

14. (a) How will you execute a good design?

Or

- (b) Write about the impact of cross-cultural Communication.

15. (a) Explain Hypodermic Needle Model.

Or

- (b) Write short note on Visual Illusion.

Part C

(3 × 10 = 30)

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

16. (a) Explain the skills and process in Communication.

Or

- (b) Explain in detail about the types of Communication.

17. (a) Explain Schramm's model.

Or

- (b) Explain the principles of Visual Communication.

18. (a) Elaborate on the problems and Challenges in Cross-Cultural Communication.

Or

- (b) Explain in detail about the functions of mass communication.

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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

ART AND DESIGN STUDY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Dot-Line.
2. What is repetition hierarchy?
3. Define texture.
4. Define Grey scale.
5. List the Primary Colours.
6. What is Calligraphy?
7. What is aerial perspective?
8. Draw any two 2D shapes.
9. Write about contour drawing.
10. Write about eye level.

Part B

(5 × 5 = 25)

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

11. (a) Explain Movement, Pattern and Texture in design.

Or

- (b) Write note on primary secondary and tertiary colours.

12. (a) Write short note on essentials of typography.

Or

- (b) Outline the importance of contrast and colour.

13. (a) How will you compare Indian and abroad magazine?

Or

- (b) Explain the an example Bit mapped fonts and Post script fonts.

14. (a) Write about two point and three point perspective.

Or

- (b) Elaborate on the essentials of human figure drawing.

15. (a) What is foreshortening and overlapping?

Or

- (b) State the importance of Layout.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate on the layout production process.

Or

- (b) Design the front cover of magazine as per your choice.

17. (a) Explain in detail the elements of design.

Or

- (b) How will you study from live figure?

18. (a) Explain Colour theory and Colour mixing.

Or

- (b) Explain the principles of design.
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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

TELEVISION PRODUCTION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is White Balance?
2. Expand – PAL.
3. Write any two branded camera.
4. Write any two video formats.
5. What is Rule of third?
6. What is production?
7. Write a note on ambiance sound.
8. What is Shot Gun?
9. Define Audio Console.
10. What is screen play?

Part B

(5 × 5 = 25)

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

11. (a) Write briefly about pre-production.

Or

- (b) What is video editing? Discuss it.

12. (a) What are the functions of lighting plan?

Or

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

13. (a) Write a note on production budgeting.

Or

- (b) Discuss in detail about story board.

14. (a) Discuss different types of documentary films.

Or

- (b) Outline the roles and responsibilities of a television producer.

15. (a) What are the various steps involved in television interview?

Or

- (b) Discuss Non linear editing process.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate on indoor and outdoor production.

Or

- (b) Write about final shooting.

17. (a) Describe the various stages in the production of a television programme.

Or

- (b) Elucidate the various types of camera shots.

18. (a) Describe the salient features of Indian TV Industry.

Or

- (b) Explain how Television differ from other media like print, radio and film.
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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

SCRIPT AND SCREENPLAY WRITING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is creative thinking?
2. What is reality shows?
3. Name any two reality shows.
4. Write about point of view.
5. Is it hard to write a script?
6. What is the time duration of short film?
7. Define Denouement.
8. Write any two roles of video jockey.
9. Write the importance of language in television program.
10. What is meant by climax?

Part B

(5 × 5 = 25)

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

11. (a) Write about the principles of Suspense and Surprise.

Or

- (b) What are the Stages in the craft of script-writing?

12. (a) How will you increase the audience participation in television?

Or

- (b) Discuss the salient features of stereo typing.

13. (a) What are two column scripts?

Or

- (b) Discuss about the formats for media script.

14. (a) How audio and visual elements are important?

Or

- (b) What are the preliminary arrangements you will make before shooting?

15. (a) Write briefly about censors script.

Or

- (b) Write about narrative synopsis.

Part C

(3 × 10 = 30)

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

16. (a) Write a script for any social issues.

Or

- (b) Explain with example the difference between Plot and Sub-Plot.

17. (a) Elaborate on the guiding principles for evolving effective and credible characters.

Or

- (b) Explain the importance of shooting scripts and story board.

18. (a) What do you mean by dialogs? Explain the qualities of good dialogs.

Or

- (b) Elaborate on the Reality television shown and Shooting script.

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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Second Semester

DIGITAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What is visual perception?
2. What is aperture?
3. Expand – ISO.
4. What is shutter speed?
5. Define focal length.
6. What is depth of field?
7. What is diffuser?
8. What is key light?
9. What is fill light?
10. What is backlight?

Part B

(5 × 5 = 25)

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

11. (a) What is positive and negative space?

Or

- (b) Outline the importance of lighting.

12. (a) Write about exposing and focusing.

Or

- (b) Elaborate on the types of lighting.

13. (a) Write about the importance of filters.

Or

- (b) Elaborate on the types of film.

14. (a) What is black and white photography?

Or

- (b) Elaborate on the features of colour photography.

15. (a) Discuss about processing and printing.

Or

- (b) Discuss about the types of image format.

Part C

(3 × 10 = 30)

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

16. (a) Discuss about the different types of camera.

Or

- (b) Elaborate on the types of lenses.

17. (a) Elaborate on the importance of camera handling technique.

Or

(b) What is filter? Elaborate on the types of filter.

18. (a) Elaborate on landscape photography.

Or

(b) Explain about basic camera settings.

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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

FILM LANGUAGE AND APPRECIATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Aesthetics.
2. Film Reviews.
3. Narrative form.
4. Mise-en-scene.
5. Camera angle.
6. Costume.
7. Rule of thirds.
8. Deep focus.
9. Rough editing.
10. Special effect.

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on 'Film as mass medium'.
Or
(b) Explain French impressionism and surrealism.
12. (a) Describe the elements of mise-en-scene.
Or
(b) Explain space and time in film production.
13. (a) Elucidate the different types of writing scripts for film.
Or
(b) What preparedness required for scheduling film production?
14. (a) How do you develop a story for film making?
Or
(b) What are the essential functions of a film Director?
15. (a) Explain the importance of sound in post-production.
Or
(b) Explain the use of special effects and graphics in film production.

Part C

(3 × 10 = 30)

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

16. (a) Critically examine the impact of film on the society.
Or
(b) Examine the concepts behind story telling with suitable examples.

17. (a) Explain the contemporary trends of film making in the third world countries.

Or

- (b) Examine the role of cinematography in film production with suitable examples.

18. (a) Examine the types of movie genres and the various editing styles in movie making.

Or

- (b) 'The success or failure of a movie is depends the effective post-production work' – Comment.
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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

ADVERTISING AND PR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the **all** questions.

1. Communication
2. DDB Mudra
3. Copy test
4. Teaser
5. Transit Ad
6. Commercial
7. PRSI
8. Employee relations
9. Publics
10. Consumers

Part B

(5 × 5 = 25)

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

11. (a) Write the status of advertising industry in India.

Or

- (b) Briefly explain the socioeconomic aspects of advertising.

12. (a) Explain the types of advertising campaigns.

Or

- (b) What are the functions of advertising council in India?

13. (a) Briefly explain the types of advertising agencies.

Or

- (b) What are the different forms of advertising?

14. (a) Elaborate on 'Public Relations as management function.

Or

- (b) What are the functions of a Public Relations Officer?

15. (a) Differentiate between Public Relations, Publicity and Propaganda.

Or

- (b) Explain the different publics of a private sector organisation.

Part C

(3 × 10 = 30)

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

16. (a) Examine the role of advertising in the global marketing context.

Or

- (b) Critically examine the uses of advertising theories in ad productions.

17. (a) Illustrate the communication strategies employed in media planning.

Or

- (b) Examine the techniques employed in new media ad production.

18. (a) Critically examine the challenges of meeting the cost effectiveness without compromising the quality of advertisements.

Or

- (b) Develop an advertising plan to manage a crisis situation of an organisation.

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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

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APRIL 2020 ARREAR EXAMINATION

Third Semester

MARKETING RESEARCH

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the **all** questions.

1. Scope of Research
2. Scope of Market Survey
3. Investigator
4. Market Research Agency
5. Sponsored research
6. Sample
7. Data
8. Survey research
9. Field work
10. SPSS

Part B

(5 × 5 = 25)

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

11. (a) Write the importance and scope of in market survey.

Or

- (b) Briefly explain the duties of market research assistants.

12. (a) Explain the leading market research agencies in India.

Or

- (b) Elaborate on the various tools available for gathering data.

13. (a) What are the steps in conducting field research?

Or

- (b) How do you construct a questionnaire for a market survey?

14. (a) What are the uses of conducting pilot surveys?

Or

- (b) How do you minimize the non-sampling errors?

15. (a) Elaborate on the use of computers in data processing.

Or

- (b) Explain the use of references and bibliography in report writing.

Part C

(3 × 10 = 30)

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

16. (a) How do you plan and execute a survey to understand the market for a new consumer product?

Or

- (b) Critically examine the merits and demerits of survey research.
17. (a) Illustrate the strategies employed in marketing research in India.

Or

- (b) Critically examine the relative merits of qualitative and quantitative research.
18. (a) Examine the use of statistical packages in processing, summarizing, and presenting data.

Or

- (b) Design a questionnaire to measure the market for a new consumer product of your choice.
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B.Sc. DEGREE EXAMINATION

VISUAL MEDIA

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

EDITING TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Time code
2. NLE
3. Motion Graphics
4. Key frames
5. Drawing
6. Masking
7. Rule of thirds
8. Point of view short
9. Microphone
10. Dubbing

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between linear and non-linear editing.

Or

- (b) Briefly write notes on overlay and insert edits.

12. (a) Explain the layer based compositing techniques.

Or

- (b) Elaborate on animation and key frames.

13. (a) How do you explain the animation composer and rendering queue?

Or

- (b) 'Editing has a tempo and rhythm, just like music' – Comment.

14. (a) What are the uses of typography animation?

Or

- (b) How do you explain creative editing?

15. (a) Elaborate on intercutting and parallel cutting.

Or

- (b) Explain the use of special effect sound in editing.

Part C

(3 × 10 = 30)

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

16. (a) Examine the techniques of joining shots without losing aesthetics.

Or

- (b) Critically examine the merits and demerits of non-linear editing.

17. (a) Illustrate the key aspects in creating 2D and 3D animation.

Or

- (b) Critically examine the role of shot composition in effective post production works.

18. (a) Examine the use of various video effects in constructive editing.

Or

- (b) How do you effectively apply the various editing concepts in television production?

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**B.Sc. DEGREE EXAMINATION,
VISUAL MEDIA
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Fourth Semester
AUDIO AND VIDEO PRODUCTION
(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Shot
2. Costume
3. Lenses
4. Low Angle
5. Clapboard
6. Camera Aperture
7. Rule of thirds
8. Mood of light
9. Acoustics
10. Sound equipment

Part B

(5 × 5 = 25)

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

11. (a) How do you explain digital videography?

Or

- (b) Briefly explain the basic storyboard techniques.

12. (a) Explain the various shot types with illustrations.

Or

- (b) Elaborate on objective and subjective camera work.

13. (a) How do you explain perspective and depth?

Or

- (b) What are the differences between film camera and digital camera?

14. (a) Explain the three point lighting with illustration.

Or

- (b) How does light help or a story?

15. (a) Elaborate on psychophysics of sound.

Or

- (b) Explain the basic principles of sound.

Part C

(3 × 10 = 30)

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

16. (a) Write a detailed budget proposal for a video project incorporating scheduling.

Or

- (b) Examine the visual story telling techniques with examples.

17. (a) Illustrate the importance of cinematography in video productions.

Or

- (b) Critically examine the rules of shot composition in video production.

18. (a) Examine the use of lights in story telling with examples.

Or

- (b) How do you integrate the creatively use audio and video effects in making a good video?
