

C-6240

Sub. Code

83623

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Visual Media

TELEVISION PRODUCTION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a note on dubbing.
2. Expand SITE.
3. What is story board?
4. Differentiate head room and nose room.
5. What are the stages of production?
6. What is budgeting?
7. What is editing?
8. List the categories of sound.
9. Write about special effects.
10. Write any two audio formats.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Briefly sketch the origin and growth of television.

Or

- (b) Write about the importance of script in TV production.

12. (a) What are the different dimensions of lighting?

Or

- (b) Suggest two new television formats with title and target audience.

13. (a) List the various steps involved in a television news bulletin.

Or

- (b) What are the roles and responsibilities of a floor manager in a TV Studio?

14. (a) What are the main parts and features of video camera?

Or

- (b) Describe the different types of microphones using in television production.

15. (a) What are the key elements in productions?

Or

- (b) What are Audio Consoles and Audio Control Devices?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write about the importance of art director and floor management.

Or

- (b) Television can be used to supplement India's effort to become a developed country. Do you agree?

17. (a) Draw up a plan for 10 minute documentary on food adulteration and give detailed script.

Or

- (b) Visual literacy and grammar are essential components of TV production - Explain.

18. (a) Explain the types of Lights and Lighting Equipments.

Or

- (b) Elaborate on the different types of shots and movements.

C-6241

Sub. Code

83624

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Visual Media

SCRIPT AND SCREENPLAY WRITING

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by point of view?
2. What is master script?
3. Define exposition position
4. What do you mean by dialogs?
5. What is documentary film?
6. Name any two entertainment programs in television
7. Write a short note on tone subject matter
8. Define conflict
9. What is creativity?
10. What is meant by narrative structure?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Script writing as a creative, collaborative learning process of problem finding and problem solving — Discuss.

Or

- (b) How do you write a critique style?

12. (a) Discuss about scene breakdown.

Or

- (b) Write about full fledged script

13. (a) Write a short note on basic story idea.

Or

- (b) How will you present the script in a professional manner?

14. (a) How do you critique a script?

Or

- (b) Outline the steps of script writing your creative ideas.

15. (a) What are the basics steps in writing a screen play?

Or

- (b) How do you develop an idea into a script?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a script for short film on any environmental issues.

Or

- (b) How will you write the television news?
17. (a) What are the steps to be followed in writing the script for documentaries?

Or

- (b) Explain the role and the responsibilities of video jockey.
18. (a) Elaborate on two dimensional versus three dimensional characters.

Or

- (b) Explain the benefits of including music in a screenplay.
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C-6242

Sub. Code

83625

B.Sc. DEGREE EXAMINATION, APRIL 2022

Second Semester

Visual Media

DIGITAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define snoot
2. What is visual perception?
3. Define angle of view
4. What is polarizing filter?
5. What is soft focus filter?
6. Define star filter
7. What is aesthetics?
8. What is motion picture?
9. What is photo essay?
10. List any two branded camera.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate on the importance of fog filter.

Or

- (b) Write about the special effects techniques.

12. (a) Elaborate on manipulation, framing and trimming.

Or

- (b) Elaborate on the basis on photo journalism.

13. (a) Highlight the visual story telling.

Or

- (b) How photography is important for advertising?

14. (a) How will you plan a shoot?

Or

- (b) Write about set props and casting

15. (a) What is indoor and outdoor lighting?

Or

- (b) Write about the aperture types.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate on ISO types.

Or

- (b) Elaborate on rule of third with example.

17. (a) Elaborate on fashion photography.

Or

(b) Differentiate good photo and bad photo.

18. (a) Elaborate on photo journalism.

Or

(b) How digital photography is helpful in the present scenario?

C-6243

Sub. Code

83632

B.Sc. DEGREE EXAMINATION, APRIL 2022

Third Semester

Visual Media

FILM LANGUAGE AND APPRECIATION

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Perception
2. Neo formalism
3. Culture
4. Shot composition
5. Montage
6. Budgeting
7. Script Writing
8. Mid long shot
9. Clap board.
10. Graphics.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write about film and psycho-analysis

Or

(b) Write a note on French new wave.

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

Or

(b) Write about the concept of form in films.

13. (a) Highlight the importance of Screen playwriting.

Or

(b) List the types of character and how will you define the characters.

14. (a) Write a note on three point lighting.

Or

(b) How camera aperture and camera lens are useful?

15. (a) Write about Rhythm cut and Rough cut.

Or

(b) Write a note on dubbing and music posting.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain film and cultural identity in detail.

Or

- (b) Explain formalism, neo formalism and film language.

17. (a) How will you divide a film into party and genres?

Or

- (b) Explain photographic image, framing and duration of the image.

18. (a) Explain in detail about Camera angle and Camera movement.

Or

- (b) Discuss the rule of third and highlight the importance of lighting.

C-6244

Sub. Code

83633

B.Sc. DEGREE EXAMINATION, APRIL 2022

Third Semester

Visual Media

ADVERTISING AND PR

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Advertising
2. Stimulus response
3. Teaser
4. Public relation
5. Public opinion
6. Case study
7. Advertising forms
8. Two leading advertisers
9. Media relationship
10. OTT

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the relevance of advertising in today's market.

Or

- (b) Outline the salient features of hierarchy of needs.

12. (a) Write about the critical analysis of ads.

Or

- (b) Describe the structure and functions of advertising agency.

13. (a) Write a note on copy plat form and copy format.

Or

- (b) State the importance of visuals and other creative elements in ads.

14. (a) PR as a management concept – Discuss.

Or

- (b) Write a note on public relation counsel.

15. (a) Write about the tools of PR.

Or

- (b) State the role of government in media relation and publicity.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the importance of advertising and marketing process.

Or

- (b) Explain the status of advertising industry in India.

17. (a) Explain on the different types of advertising.

Or

(b) Elaborate on media planning strategy and methods.

18. (a) Explain the elements of public relation.

Or

(b) Explain the types of publicity.

C-6245

Sub. Code

83634

B.Sc. DEGREE EXAMINATION, APRIL 2022

Third Semester

Visual Media

MARKETING RESEARCH

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Name any two market research agencies.
2. Write any two advantages of doing market survey
3. Name any two sponsors for a market survey in India
4. Comment on Project Leader
5. What is sample design?
6. Write a note on questionnaire
7. What do you mean by data collection?
8. What do you mean by rendering?
9. Comment on non-sampling errors
10. What is meant by data interpretation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the importance of market share of a market research agency.

Or

- (b) Write the need for market survey for a product used by youth.

12. (a) Explain the role of a sponsor for a market survey

Or

- (b) Write the need for Pilot survey?

13. (a) Explain the importance of planning for a market survey.

Or

- (b) Write the advantages of using open ended questionnaire for a market survey

14. (a) Differentiate the sampling and Non sampling errors.

Or

- (b) Time schedule chart gives a direction to a marketing survey - Explain

15. (a) Statistical analysis is essential for market research – Justify your view

Or

- (b) Explain the advantages of using computers in database management system.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the role and responsibility of the team involved in the Market survey project

Or

- (b) Write anyone of the leading Market Research agency work for the Market research

17. (a) Prepare a Questionnaire for a Market survey of mobile used for Online education.

Or

- (b) Explain the preparation for a field work for a successful market survey.

18. (a) Explain the sampling types with examples.

Or

- (b) Data processing and Interpreting data is more Important for market research - Discuss.

C-6246

Sub. Code

83642

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Visual Media

EDITING TECHNIQUES

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Online editing
2. Safe zone
3. Compositing
4. Footages
5. Painting
6. Key light
7. Shot
8. Imaginary line
9. Reverb UNIT
10. Background music

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain cuts-only editing and A/B roll editing.
Or
(b) Briefly explain the relationship between timeline and the program viewing the monitor window.
12. (a) Explain the basic concepts in editing television program.
Or
(b) Elaborate on interface navigation.
13. (a) How do you explain masking and rotoscopy?
Or
(b) How do you create tempo and rhythm in editing?
14. (a) What are the uses of animating effects?
Or
(b) How do you explain montage?
15. (a) Elaborate on video codes and compression.
Or
(b) Explain the use of rerecording and mixing in editing.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the basic preparedness and the equipment required for editing.
Or
(b) Critically examine the merits and demerits of linear editing.

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

Or

- (b) Critically examine the rules and guidelines of shot composition.
18. (a) Examine the use of synchronous and non-synchronous sound in video editing.

Or

- (b) 'Computer based non-linear editing has changed for video production'. Elaborate.
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C-6247

Sub. Code

83644

B.Sc. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Visual Media

AUDIO AND VIDEO PRODUCTION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define videography.
2. What is story board?
3. Write short note on medium long shot.
4. Write a note on Two Shot.
5. Write a short note on rule of third.
6. What is Aperture?
7. What is key light?
8. Define contrast in lighting.
9. Write a short note on sound isolation.
10. What is Mixer/console?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a brief note on interactivity and emotion through cinematography.

Or

- (b) What is digital videography?

12. (a) Outline the objective and subjective camera work in brief.

Or

- (b) Write a brief note on shot composition.

13. (a) What are the main functions of photographic lens?

Or

- (b) Write down the important guidelines to choose the right lens for the right purpose.

14. (a) Write a brief note on natural lights.

Or

- (b) How does light helps to tell a story?

15. (a) Write a brief note on the ear physics and psycho physics of sound.

Or

- (b) Write a brief note on principles of sound.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write a detailed note on :
- (i) Types of character
 - (ii) Planning budget
 - (iii) Scheduling.

Or

- (b) Write a detailed note on the steps involved in story board creation. Formulate a story and design a story board for the same.
17. (a) What are the different types of shorts? Explain in detail with suitable diagram.

Or

- (b) How will you setup lighting for a reality show with multi camera setup? Explain in detail.
18. (a) Write a detailed note on different types of cameras used for video production.

Or

- (b) Write a detailed note on audio control room design with diagram.

C-5664

Sub. Code

**16/17/23/25/
26/27/29**

**Common for All U.G. B.Sc./B.B.A. DEGREE
EXAMINATION, APRIL 2022**

First/Second Semester

ENVIRONMENTAL STUDIES

(2019/2020 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. ZSI.
2. WII.
3. What is renewable energy?
4. Food web.
5. Pyramid of numbers in aquatic ecosystem.
6. Red data book.
7. List out any five Endemic species of India.
8. List out marine pollutants.
9. *Ex Situ* Conservation.
10. Enlist Option Values of Biodiversity.

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) Write notes on definition, scope and importance of environmental studies.

Or

- (b) Write notes on soil erosion and desertification.

12. (a) Write notes on energy flow in the ecosystem.

Or

- (b) Write notes on threads to biodiversity.

13. (a) Write notes on Biodiversity at Global, National and Local levels.

Or

- (b) Write notes on various strategies of conservation of Biodiversity.

14. (a) Write notes on ecological pyramids.

Or

- (b) Write notes on air pollution.

15. (a) Write notes on noise pollution.

Or

- (b) Write notes on effects and control measures of nuclear hazards.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Write an essay on the multidisciplinary nature of Environmental Studies.

Or

- (b) Write an essay on the following resources with special emphasis to how they are overexploited/utilized which in turn damage the environment, (i) Forest Resources and (ii) Food Resources.

17. (a) Write an essay on “India is a mega-diversity nation”.

Or

- (b) Write an essay on Biodiversity and their values.

18. (a) Write an essay on causes, effects and control measures of (i) Marine Pollution and (ii) Water Pollution.

Or

- (b) Write an essay on concept, structure and function of ecosystem.