

<b>C-4712</b>
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<b>Sub. Code</b>
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<b>83613</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**First Semester**

**Visual Media**

**FUNDAMENTAL OF ART AND DESIGN**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The visual weight of elements in a composition refers to \_\_\_\_\_.
  - (a) Color
  - (b) Balance
  - (c) Value
  - (d) Emphasis
  
2. Which of the following is NOT a characteristic of creative thinking in design?
  - (a) Rigidity
  - (b) Flexibility
  - (c) Originality
  - (d) Open-mindedness

3. \_\_\_\_\_ in typography refers to adjusting the spacing between individual characters.
- (a) Kerning
  - (b) Tracking
  - (c) Leading
  - (d) Font weight
4. \_\_\_\_\_color scheme on the color wheel involves using adjacent colors.
- (a) Complementary
  - (b) Triadic
  - (c) Analogous
  - (d) Split-complementary
5. \_\_\_\_\_ is a characteristic feature of a dynamic layout design.
- (a) It maintains a consistent arrangement of elements.
  - (b) It adapts to different screen sizes or devices.
  - (c) It prioritizes symmetrical alignment.
  - (d) It avoids the use of white space.
6. \_\_\_\_\_ style for cover pages of magazines incorporates nostalgic elements.
- (a) Vintage style
  - (b) Futuristic style
  - (c) Contemporary style
  - (d) Abstract style

7. In two-point perspective, where are the vanishing points typically located?
- (a) One above and one below the horizon line
  - (b) Both on the horizon line
  - (c) One to the left and one to the right of the horizon line
  - (d) Both above the horizon line
8. \_\_\_\_\_ is often used interchangeably with “station point” in the context of perspective drawings.
- (a) Horizon line
  - (b) Focal point
  - (c) Viewing angle
  - (d) Eye level
9. \_\_\_\_\_ is the primary focus of contour drawing.
- (a) Capturing the texture of objects
  - (b) Depicting shadows and highlights
  - (c) Outlining the edges of subject
  - (d) Creating three-dimensional forms
10. \_\_\_\_\_ technique is commonly used to achieve foreshortening in drawing.
- (a) Cross-hatching
  - (b) Stippling
  - (c) Blending
  - (d) Overlapping shapes and lines

**Part B**

(5 × 5 = 25)

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

11. (a) Write a note on the different types of balance with illustrations.

Or

- (b) Investigate the role of “rhythm” as an element of design.

12. (a) Mention the attributes of colour and analyse the role of colour harmony in visual composition.

Or

- (b) Give a brief account on the characteristics of Postscript Fonts.

13. (a) Explain how the layout design of a physical product differ from an online product.

Or

- (b) “Visuals are not just windows on the world, but also products of social contexts”-Discuss.

14. (a) Write a short note on counter shot perspective and mention how it differs from aerial perspective.

Or

- (b) Analyse the significance of Perspective in design.

15. (a) Write short note on foreshortening.

Or

- (b) Mention the aspects of contour drawing and their importance.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the various elements of design in detail.

Or

- (b) “Art is not just about what you see, but what you make others see.” - Edgar Degas. Discuss on the statement in detail.

17. (a) Write a detailed note on the various elements of typography.

Or

- (b) Explain the concept of colour wheel in colour theory and their role in understanding colour relationships.

18. (a) Discuss the stages involved in the layout design process for a print magazine in detail.

Or

- (b) Write in detail about the various types of layout in print media.

19. (a) Explain in detail about Gestalt Principles of Design.

Or

- (b) Elaborate on the different types of perspective views with diagrams.

20. (a) Draw a human hand with details, from five different angles.

Or

- (b) Explain the various standards of proportion for a human figure.
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<b>Sub. Code</b>
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<b>83615</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**First Semester**

**Visual Media**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In the communication process, what does “encoding” refer to?
  - (a) Decoding the message
  - (b) Transmitting a message through a medium
  - (c) Understanding the message
  - (d) Interpreting body language
2. In —————the receiver’s response may be delayed, as seen in email or written letters.
  - (a) Synchronous communication
  - (b) Asynchronous communication
  - (c) Mass communication
  - (d) Verbal communication

3. The concept of “semiotics,” which is fundamental in understanding visual communication, was developed by \_\_\_\_\_.
- (a) Sigmund Freud
  - (b) Karl Marx
  - (c) Ferdinand de Saussure
  - (d) Charles Darwin
4. Who developed the Interactive Model of Communication and in which year?
- (a) Claude Shannon and Warren Weaver, 1949
  - (b) Wilbur Schramm, 1954
  - (c) Denis McQuail, 1983
  - (d) David Berlo, 1960
5. \_\_\_\_\_ is a key concept does the Schramm Model emphasize in communication.
- (a) Encoding and decoding
  - (b) Feedback
  - (c) Noise
  - (d) One-way communication
6. Haptics refers to the study of non-verbal communication through \_\_\_\_\_.
- (a) Facial expressions
  - (b) Distance
  - (c) Touch or physical contact
  - (d) Voice tone and pitch



7. The concept of “visual rhetoric” involves the study of
- (a) The history of graphic design
  - (b) How visual images communicate persuasive messages
  - (c) The use of color theory in design
  - (d) The psychology of color
8. In semiotics ————— refers to a signifier that bears a resemblance to the signified.
- (a) Icon                      (b) Index
  - (c) Symbol                (d) Signal
9. Which term is often used interchangeably with the hypodermic needle theory?
- (a) Agenda-setting theory
  - (b) Two-step flow theory
  - (c) Cultivation theory
  - (d) Magic bullet theory
10. Which level of communication involves the study of meaning in language, including how words and symbols convey concepts and ideas?
- (a) Pragmatic communication
  - (b) Semantic communication
  - (c) Technical communication
  - (d) Interpersonal communication

**Part B**

(5 × 5 = 25)

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

11. (a) Mention the three stages of Interpersonal communication with examples.

Or

- (b) Give a brief note on the psychological barriers of Communication.

12. (a) Write about the levels of Communication.

Or

- (b) Elucidate the advantages and disadvantages of Laswell's Model of Communication.

13. (a) Differentiate between Connotation and Denotation.

Or

- (b) Write short notes on Visual Thinking.

14. (a) Discuss the role of culture in shaping media representations and messages.

Or

- (b) Analyze the role of syntagmatic analysis in understanding the narrative structure of various media texts.

15. (a) Mention the characteristics of Mass Media.

Or

- (b) Critically examine the assumptions of the Hypodermic Needle Theory.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the difference types of Communication in detail.

Or

- (b) Give a detailed note on the principles of Non Verbal Communication.

17. (a) Explain SMCR model in detail.

Or

- (b) Write short notes on:  
(i) Gatekeeper Theory  
(ii) Circular Model

18. (a) Explain the principles of Semiotics in detail.

Or

- (b) Give a detailed note on the various steps involved in a design process.

19. (a) Discuss the multifaceted impact of multicultural content on the social, cultural, and economic dynamics of developing countries.

Or

- (b) Examine the intricate relationship between communication and public opinion formation.

20. (a) Elucidate the various types of mass media with their characteristics.

Or

- (b) Mention the various functions of Mass Media.
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<b>C-4714</b>
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<b>Sub. Code</b>
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<b>83623</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Second Semester**

**Visual Media**

**TELEVISION PRODUCTION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. NTSC in Production standard stand for
  - (a) National Television Standards Committee
  - (b) National Transmission Signal Code
  - (c) New Television System Code
  - (d) National Television Service Committee
  
2. A \_\_\_\_\_ is a type of visual presentation consisting of images, text, and samples of objects in a composition.
  - (a) Wireframe
  - (b) Mood Board
  - (c) Gantt Chart
  - (d) Data Dashboard

3. In television production, typecasting refers to \_\_\_\_\_.
- (a) Casting actors in roles that match their real-life personalities
  - (b) Casting actors in similar roles repeatedly
  - (c) Casting based on the actor's previous film experience
  - (d) Casting actors who are new to the industry
4. \_\_\_\_\_ is a common script format in TV productions.
- (a) Comic strip format
  - (b) Single-column format
  - (c) Double-column format
  - (d) Paragraph format
5. The type of lighting typically used for news broadcasts is \_\_\_\_\_.
- (a) Low-key lighting
  - (b) Hard lighting
  - (c) Soft lighting
  - (d) High-key lighting
6. The purpose of using a telephoto lens in TV production is \_\_\_\_\_.
- (a) To capture wide-angle shots
  - (b) To magnify distant objects
  - (c) To enhance color contrast
  - (d) To soften the light

7. The process of creating a condensed version of a television program for distribution or promotion is known as \_\_\_\_\_.
- (a) Capsuling
  - (b) Editing
  - (c) Mixing
  - (d) Mastering
8. A brief summary of the entire television program, outlining the main storyline and key elements is \_\_\_\_\_.
- (a) Treatment
  - (b) Synopsis
  - (c) Screenplay
  - (d) Storyboard
9. A common editing error that can disrupt the flow of a narrative is \_\_\_\_\_.
- (a) Jump cut
  - (b) Match cut
  - (c) Dissolve
  - (d) Fade-out
10. Tickling in television production refers to
- (a) Editing techniques used to create a specific mood
  - (b) Sound effects used to create a certain atmosphere
  - (c) Adding visual elements to enhance a scene
  - (d) The process of creating a music video

**Part B**

(5 × 5 = 25)

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

11. (a) Write a short note on mise-en-scène and its importance in television production.

Or

- (b) Mention the role and responsibilities of a floor manager in a television studio.
12. (a) Analyse the importance of research in developing an appropriate TV script.

Or

- (b) Brief on the importance of selecting proper costumes and props in TV production.
13. (a) Explain the role of lighting in setting the tone and mood of a television scene.

Or

- (b) Write a short on framing techniques in visual storytelling.
14. (a) Discuss the importance of budgeting in TV production.

Or

- (b) Brief on the key elements of a production schedule.
15. (a) Explain the process of adding special effects to a television production.

Or

- (b) Elucidate the process of colour grading in television production.



**Part C**

(5 × 8 = 40)

Answer **all** questions.

16. (a) Compare NTSC with PAL and SECAM in terms of their technical differences and usage.

Or

- (b) Discuss the challenges and solutions involved in directing a live TV show.

17. (a) Describe the process of scriptwriting and its importance in TV production.

Or

- (b) Critically evaluate the role of blue and green matte in modern visual effects.

18. (a) Explain how different camera shots contribute to the visual storytelling of a TV show.

Or

- (b) Write a detailed note on the different types of camera lenses and their functions.

19. (a) Describe the key stages in a multi-camera production setup.

Or

- (b) Explain the stages of a television production cycle in detail.

20. (a) Write a detailed note on the different categories of sound and their application in detail.

Or

- (b) Explain the various types of transitions and analyze their role in television editing.
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<b>83625</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Second Semester**

**Visual Media**

**DOCUMENTARY FILMMAKING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is known for his extensive use of archival footage in documentaries.
  - (a) Ken Burns
  - (b) Robert Flaherty
  - (c) Dziga Vertov
  - (d) Errol Morris
  
2. The documentary style characterized by a focus on real events with little or no commentary from the filmmaker is \_\_\_\_\_.
  - (a) Expository
  - (b) Observational
  - (c) Participatory
  - (d) Performative

3. The interviewer usually remain off-camera, with the interviewee facing the camera directly in \_\_\_\_\_
- (a) Traditional Sit-Down Interview
  - (b) Man-on-the-Street Interview
  - (c) Observational Interview
  - (d) Voiceover Interview
4. The term “documentary” was first coined by \_\_\_\_\_
- (a) Dziga Vertov      (b) Robert Flaherty
  - (c) John Grierson      (d) Leni Riefenstahl
5. Close observation in documentary filmmaking refers to
- (a) Filming subjects without their knowledge
  - (b) Providing detailed and accurate portrayals of events
  - (c) Using hidden cameras to capture natural behavior
  - (d) Analyzing the audiences reaction to the documentary
6. Performativity in documentary filmmaking refers to \_\_\_\_\_
- (a) The filmmaker as a recitalist within the documentary
  - (b) The reenactment of historical events
  - (c) The use of animation to represent abstract ideas
  - (d) The audience’s reaction to the documentary’s message

7. The Films Division of India was established in which year \_\_\_\_\_
- (a) 1945                      (b) 1947  
(c) 1948                      (d) 1950
8. Indian filmmaker often associated with pioneering documentary filmmaking in India is \_\_\_\_\_
- (a) Satyajit Ray  
(b) Ritwik Ghatak  
(c) Anand Patwardhan  
(d) Guru Dutt
9. \_\_\_\_\_ awards is specifically designed to recognize excellence in documentary filmmakings.
- (a) Academy Award  
(b) Golden Bear  
(c) BAFTA Award  
(d) Palme d'Or
10. \_\_\_\_\_ is most commonly sought by independent documentary filmmakers.
- (a) Corporate sponsorship  
(b) Crowdfunding  
(c) State-sponsored grants  
(d) Personal savings

**Part B**

(5 × 5 = 25)

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

11. (a) Analyse the role of documentaries in preserving cultural history.

Or

- (b) Evaluate the impact of Jean Rouch's work on the development of Cinema Verite.

12. (a) Differentiate between the performative and participatory documentary modes.

Or

- (b) Explore the impact of traditional sit-down interviews on the narrative flow of a documentary.

13. (a) Analyze the ethical considerations involved in including performative elements in documentaries.

Or

- (b) Give a brief note on the importance of maintaining objectivity in documentary filmmaking.

14. (a) Discuss the impact of digital video technology on contemporary Indian documentary filmmaking.

Or

- (b) Trace the influence of the Indian Films Division on the development of Indian documentary films.

15. (a) Mention the significance of international recognition for Indian documentaries at global film festivals.

Or

- (b) “Securing funds through crowdfunding platforms is a challenges to independent documentary filmmakers” — Discuss.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the contributions of Dziga Vertov and Errol Morris to the evolution of documentary filmmaking.

Or

- (b) Analyze how documentaries serve as a tool for social and political commentary.

17. (a) Compare and contrast the expository and observational modes of documentary filmmaking in detail.

Or

- (b) Discuss the role of expert interviews enhancing the credibility of a documentary.

18. (a) Analyze the relationship between fiction and nonfiction in documentary filmmaking.

Or

- (b) Examine the role and need of authenticity in documentary filmmaking.

19. (a) Give a detailed note on the impact of Doordarshan on the growth and reach of Indian documentary films.

Or

- (b) Trace the evolution of independent documentary filmmaking in India.
20. (a) Explain about the importance of documentary film festivals in promoting the work of emerging filmmakers.

Or

- (b) Evaluate the impact of NGO funding on the production and distribution of documentary films in India.
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**C-4716**

**Sub. Code**

**83633**

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

**Third Semester**

**Visual Media**

**FILM LANGUAGE AND APPRECIATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is the speed at which the story unfolds in a film.  
(a) Narrative pacing (b) Plot progression  
(c) Overcranking (d) Pipeline
2. Who has written the essay “Visual Pleasure and Narrative Cinema”?  
(a) Linda Steiner (b) Laura Mulvey  
(c) Betty Freidan (d) Adrienne Rich
3. \_\_\_\_\_ is the first version of a motion picture which is printed to film after colour correction.  
(a) Master Print (b) Surface Print  
(c) Answer Print (d) Digital Print

4. \_\_\_\_\_ are in charge of creating and capturing the pictures in a film during pre-production.
- (a) Art director and cinematographer
  - (b) Costume designer and cinematographer
  - (c) Line producer and cinematographer
  - (d) Production designer and cinematographer
5. \_\_\_\_\_ is one of a type of non-narrative films.
- (a) Science fiction films
  - (b) Experimental shorts
  - (c) Biographical drama films
  - (d) Television film
6. Which one of the following is a live-animation film?
- (a) *Who killed Roger Rabbit?*
  - (b) *The Game*
  - (c) *Toy Story 2*
  - (d) *The Irishman*
7. \_\_\_\_\_ was the founder of the Soviet Montage Theory.
- (a) Lev Kuleshov
  - (b) Sergei Eisenstein
  - (c) Andrei Tarkovsky
  - (d) Dziga Vertov

8. \_\_\_\_\_ should be considered while framing a shot in cinema.
- (a) Depth of Field
  - (b) Location
  - (c) Size of the object
  - (d) Position of the object
9. \_\_\_\_\_ film theory had highly favoured discontinuity editing.
- (a) Auteur Theory
  - (b) British New Wave
  - (c) Soviet Montage Theory
  - (d) German Expressionism
10. \_\_\_\_\_ shot is also known as the “oner” in cinema.
- (a) Long take                      (b) Short take
  - (c) Medium take                (d) Elliptical take

**Part B**

(5 × 5 = 25)

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

11. (a) Write short notes about the following terms :  
transition editing, elliptical editing, sound fx,  
contrapuntal sound and character arc.

Or

- (b) Explain about how semiotics used in the various aspects of the films through suitable examples from films of your choice.

12. (a) Explain about the concept of implicit ideology in a film through suitable examples.

Or

- (b) Explain about the common elements of the genre of film noir.
13. (a) Explain about the processes of blocking and staging in film.

Or

- (b) Write short note about how to frame different types of shots in cinema.
14. (a) Explain about the importance of the long take shot in cinema.

Or

- (b) Explain about how following the 180 degree rule, breaking it and bending it affects the narrative of film and also the viewers.
15. (a) Write short notes about any of the five components of a one-line script.

Or

- (b) Explain about the types of production budgets in film budgeting.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain about the four types of meanings discussed by David Bordwell and Kristin Thompson, in film interpretation in detail.

Or

- (b) Explain about how Bollywood films have always portrayed South Indians and also discuss if there were any changes in the portrayal of South Indians in Bollywood films currently.
17. (a) Explain about the various elements of a film in detail.

Or

- (b) Elucidate about the key themes of the non-fictional films in detail.
18. (a) Explain about various aspects of mis en scene in film.

Or

- (b) Elucidate in detail about the various uses of the montage shot in films.
19. (a) Explain about the different types of approaches which have been chosen by film makers to make non-fictional films in detail.

Or

- (b) Explain about the different types of continuity in a film.

20. (a) Elucidate about the different stages in “The Hero’s Journey” along with suitable examples from films of your choice.

Or

- (b) Explain about the various steps involved in the post-production process of a film.
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<b>C-4717</b>
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<b>Sub. Code</b>
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<b>83634</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025.**

**Third Semester**

**Visual Media**

**EDITING TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which editing technique is characterized by abrupt transitions between shots of the same subject?
  - (a) Jump Cut
  - (b) Cross-cutting
  - (c) Flash Forward
  - (d) Discontinuity Montage
  
2. In film editing, what is the primary purpose of Parallel Editing.
  - (a) To create a smooth transition between scenes
  - (b) To show simultaneous actions in different locations
  - (c) To compress time within a single scene
  - (d) To blend audio and visual elements seamlessly

3. In video editing, what does the term “slip and slide” refer to.
- (a) Audio mixing techniques
  - (b) Adjusting the position of video clips
  - (c) Color correction methods
  - (d) Transitions between clips
4. What is the function of the timeline in video editing software?
- (a) It displays audio levels
  - (b) It is used for color grading
  - (c) It arranges and sequences video clips
  - (d) It adjusts the screen resolution
5. Which technique is used to remove green screen backgrounds in video editing?
- (a) Rotoscope
  - (b) Keying
  - (c) Masking
  - (d) Stabilizing
6. What is the function of the Rendering Queue in video editing software?
- (a) To preview edits
  - (b) To organize media files
  - (c) To render and export the final video
  - (d) To apply animation presets



7. What does the rule of thirds refer to in shot composition?
- (a) Dividing the frame into three horizontal sections
  - (b) Placing the subject in the center of the frame
  - (c) Dividing the frame into nine equal parts with two horizontal and two vertical lines
  - (d) Using three cameras simultaneously
8. Which type of shot typically follows a character's gaze to show what they are looking at?
- (a) Master shot
  - (b) Point of view shot
  - (c) Establishing shot
  - (d) Eye line match
9. What is synchronous sound in film and video production?
- (a) Sound recorded separately and added later
  - (b) Sound that is in sync with the on-screen action
  - (c) Background music
  - (d) Sound effects
10. Which sound format provides the most channels?
- (a) Mono
  - (b) Stereo
  - (c) 5.1
  - (d) 7.1

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the significance of Overtonal Montage in film editing with examples.

Or

- (b) Explain the concept of Associational Montage in film editing.
12. (a) Mention title safe and action safe zones and their importance in video editing.

Or

- (b) Differentiate between interlaced and progressive scan video.
13. (a) Explain the concept of transparency and compositing in video editing.

Or

- (b) Mention the purpose and usage of markers in video editing.
14. (a) Give an account on the concept of 'cutting on action' and its effect on the viewer.

Or

- (b) Explain the role of the effects control window in video editing software.

15. (a) Mention the role of a mix-console in audio production.

Or

- (b) Write a brief note on the purpose of re-recording mixing in audio post-production.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the different types of Narrative Montage in film editing. With Examples.

Or

- (b) What is Overtonal Montage? Discuss its significance in film editing.

17. (a) Explain the importance of non-linear, non-destructive editing in modern video production.

Or

- (b) Explain the functions of the source view, program view, and timeline in video editing software.

18. (a) Discuss the principles of keying and the key light technique.

Or

- (b) Analyze the steps and tools involved in stabilizing footage.

19. (a) Discuss the principles and techniques of audio editing in video production.

Or

- (b) Describe the process of applying and animating effects in video editing software.
20. (a) Explain the process and challenges of background music composition for films.

Or

- (b) Discuss the principles of audio codecs and compression.
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**C-4718**

**Sub. Code**

**83636**

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

**Third Semester**

**Visual Media**

**ADVERTISING AND PR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ describes the function of advertising in the marketing mix.
  - (a) Product development
  - (b) Promotion
  - (c) Distribution
  - (d) Pricing
  
2. The advertising theory most closely associated with understanding consumer decision-making is \_\_\_\_\_
  - (a) AIDA model
  - (b) Hierarchy of needs
  - (c) Stimulus-Response Theory
  - (d) Cultivation Theory

3. \_\_\_\_\_ is a specialized function of advertising agencies.
- (a) Media planning
  - (b) Financial planning
  - (c) HR management
  - (d) Logistics
4. The critical step in campaign planning is \_\_\_\_\_
- (a) Media buying
  - (b) Situation analysis
  - (c) Copywriting
  - (d) Client approval
5. The purpose of a 'call to action' in an advertising copy is \_\_\_\_\_
- (a) To introduce the product
  - (b) To display the company's logo
  - (c) To instruct the audience on what to do next
  - (d) To provide a company's history
6. \_\_\_\_\_ allows advertisers to target specific demographics through pay-per-click campaigns.
- (a) Magazines
  - (b) Radio
  - (c) Search engines
  - (d) Billboards

7. \_\_\_\_\_ is a key component of a PR strategy.
- (a) Product pricing strategy
  - (b) Audience segmentation
  - (c) Inventory management
  - (d) Supply chain optimization
8. In PR, what does the term 'spin' refer to \_\_\_\_\_
- (a) A neutral presentation of facts
  - (b) A financial report
  - (c) A type of advertisement
  - (d) A biased interpretation of information to influence public perception
9. The concept of PR as a management function was popularized by \_\_\_\_\_
- (a) Edward Bernays
  - (b) Ivy Lee
  - (c) Walter Lippmann
  - (d) David Ogilvy
10. In PR, the people you have to do business with like the customers, employers, investors, suppliers are called as \_\_\_\_\_
- (a) Community
  - (b) Peers
  - (c) Publics
  - (d) Subordinates

**Part B**

(5 × 5 = 25)

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

11. (a) Mention the constituents of advertising and their significance.

Or

- (b) Analyse the role of advertising as a communication tool.

12. (a) Write a brief note on the importance of media relationship in advertising.

Or

- (b) Discuss the role and importance of advertising standards councils.

13. (a) Describe the elements that make up an effective ad copy.

Or

- (b) Analyze the characteristics of outdoor media and its effectiveness in advertising.

14. (a) Write a note on the concept of propaganda in public relations.

Or

- (b) Brief the four basic elements of public relations.



15. (a) Mention the strengths of television as a medium for public relations messages.

Or

- (b) Write a brief note on the importance of Press Conference as a PR tool.

**Part C**

(5 × 8 = 40)

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

16. (a) Trace the history of advertising and its relevance in the Indian context.

Or

- (b) Explain the Stimulus-Response theory in the context of advertising.

17. (a) Explain the various types of advertising agencies and their specializations.

Or

- (b) Explain the process of evaluating the effectiveness of an advertising campaign.

18. (a) Write a detailed note on the different types of body copy for an ad. Give examples.

Or

- (b) Analyze the effectiveness of different media in reaching diverse audiences.

19. (a) Discuss the significance of events and sponsorships as tools in public relations.

Or

- (b) Enumerate the importance of public relations in a modern management function.
20. (a) Explain in detail about the various functions of PR with suitable examples.

Or

- (b) Write a detailed note on the various tools of PR.
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**C-4719**

**Sub. Code**

**83643**

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

**Fourth Semester**

**Visual Media**

**AUDIO AND VIDEO PRODUCTION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. All television content comes to our TV sets via \_\_\_\_\_.  
(a) Odd Signal                      (b) Broadcast Signal  
(c) Power Signal                  (d) Analog Signal
2. A Short Form of a TV program is called \_\_\_\_\_.  
(a) Pod Buster                      (b) Portfolio  
(c) Proportion                      (d) Pictograph
3. Fixed focal length \_\_\_\_\_.  
(a) Prime lens                      (b) Zoom Lens  
(c) ND                                  (d) None
4. \_\_\_\_\_ shot is used to represent a character as having power.  
(a) High angle shot                  (b) Low angle shot  
(c) Establishing shot                  (d) Canted shot

5. \_\_\_\_\_ shot would be used to establish the full costume of a character in TV drama.
- (a) Long shot
  - (b) Close up
  - (c) Extreme close up
  - (d) Establishing shot
6. \_\_\_\_\_ lighting is a type of gas discharge lamp that produces a bright, white light.
- (a) PAR
  - (b) HMI
  - (c) LED
  - (d) Tungsten
7. CMYK \_\_\_\_\_.
- (a) Subtractive
  - (b) Additive
  - (c) Monochromatic
  - (d) Complementary
8. RGB \_\_\_\_\_.
- (a) Subtractive
  - (b) Additive
  - (c) Complementary
  - (d) Secondary
9. \_\_\_\_\_ convert microphone or instrument signals into a digital signal.
- (a) Speaker
  - (b) Microphone
  - (c) Audio interfaces
  - (d) LCD Monitor
10. Sound is produced due to \_\_\_\_\_.
- (a) Vibrations
  - (b) Friction
  - (c) Refraction
  - (d) Reflection

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the different types of television programs.

Or

- (b) Brief on the elements of News.

12. (a) Write short note on the different types of camera lens.

Or

- (b) Explain the various camera movements.

13. (a) Give a brief account on Light Meter.

Or

- (b) Explain applications of HMI and PAR Lights.

14. (a) Mention the properties and types of Color.

Or

- (b) Write about the characteristics of Light.

15. (a) Brief on the process of audio recording.

Or

- (b) Analyze the importance of audio editing in production.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain feature films and feature film-based TV program.

Or

- (b) Explain Game show, Music, dance and sports TV program.

17. (a) Draw and Explain Interlaced and Progressive Scanning.

Or

- (b) Explain the working of camera image sensor.

18. (a) Explain types of lights in detail.

Or

- (b) Draw and Explain Three-point Lighting.

19. (a) Draw and explain Primary and secondary colors.

Or

- (b) Explain the role of cinematographer from pre-production to post-production.

20. (a) Explain importance of sound in story telling.

Or

- (b) Explain types of microphones.

**C-4720**

**Sub. Code**

**83644**

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

**Fourth Semester**

**Visual Media**

**MARKETING STUDIES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Customer satisfaction leads to
  - (a) Loyalty
  - (b) Profit
  - (c) Sales
  - (d) Advertising
  
2. The statements that best describes the role of marketing in business is
  - (a) Marketing is solely responsible for the sale of products
  - (b) Marketing involves identifying customer needs and meeting profit
  - (c) Marketing is only concerned with advertising and promotions
  - (d) Marketing's role is to maximize production efficiency

3. According to the stimulus-response model of buyer behavior, the place where consumers process marketing stimuli prior to making purchase decision is called
- (a) Consumer's value chain
  - (b) Consumer's cognitive schema
  - (c) Consumer's black box
  - (d) Consumer's thoughts-emotions network
4. According to Maslow's Hierarchy of Needs, the lowest order of needs are called
- (a) Self-actualization needs
  - (b) Social needs
  - (c) Safety needs
  - (d) Physiological needs
5. \_\_\_\_\_ method is typically used to understand consumer behavior through statistical analysis and numerical data.
- (a) Qualitative research
  - (b) Quantitative research
  - (c) Experimental research
  - (d) Observational research
6. The advantage of using observational research as a data collection method is that \_\_\_\_\_
- (a) It provides insights into actual behavior in real-time
  - (b) It allows researchers to gather quantitative data
  - (c) It requires respondents to recall past experiences
  - (d) It is less time-consuming than surveys



7. The key objective of Integrated Marketing Communications is \_\_\_\_\_
- (a) To minimize advertising costs
  - (b) To increase product variety
  - (c) To ensure a consistent message across all marketing channels
  - (d) To reduce the need for market research
8. \_\_\_\_\_ in supply chain management involves predicting future customer demand to optimize inventory and production planning.
- (a) Product development
  - (b) Demand forecasting
  - (c) Logistics management
  - (d) Supplier evaluation
9. \_\_\_\_\_ is considered the most effective for business-to-business digital marketing.
- (a) Instagram                      (b) Snapchat
  - (c) Pinterest                      (d) LinkedIn
10. Which of the following is NOT a component of the promotional mix?
- (a) Digital Marketing    (b) Public relations
  - (c) Product design        (d) Sales promotion

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of marketing ethics in maintaining public trust.

Or

- (b) Differentiate between marketing and selling.

12. (a) Analyze the impact of sociocultural factors on consumer buying behavior.

Or

- (b) Describe the significance of targeting and positioning in market segmentation.

13. (a) Mention the advantages and limitations of quantitative research in market studies.

Or

- (b) Brief on the importance of analyzing market trends for strategic decision-making.

14. (a) Write a short note on the role of distribution channels in the marketing mix.

Or

- (b) List down the factors that influence pricing strategies in marketing.

15. (a) Explain the advantages and disadvantages of using personal selling as a promotional tool.

Or

- (b) Write a short note on Integrated Marketing Communication.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the evolution of marketing from product-oriented to customer-oriented strategies.

Or

- (b) Write a detailed note on the different types of marketing strategies.

17. (a) Explain the stages and models involved in the consumer buying decision process.

Or

- (b) Evaluate the impact of digitalization on consumer behavior and marketing strategies.

18. (a) Write in detailed about the various data collection methods used in market research and their significance.

Or

- (b) Analyze the challenges and opportunities associated with conducting market research in a global context.

19. (a) Explain the 4Ps of the marketing mix in detail.

Or

(b) Analyze the impact of integrated marketing communication on brand success.

20. (a) Evaluate the importance of creativity in advertising campaigns.

Or

(b) Explore the challenges and opportunities associated with mobile marketing in the digital landscape.

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**C-4721**

**Sub. Code**

**83646**

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

**Fourth Semester**

**Visual Media**

**MEDIA PSYCHOLOGY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In the Elaboration Likelihood Model, the central route of persuasion is characterized by \_\_\_\_\_
  - (a) Superficial processing of information
  - (b) Emotional appeals and peripheral cues
  - (c) Careful and thoughtful consideration of the arguments
  - (d) Automatic and unconscious processing
2. \_\_\_\_\_ would be most appropriate for understanding how a specific community interprets a controversial media text.
  - (a) Content Analysis
  - (b) Survey Research
  - (c) Experimental Method
  - (d) Ethnographic Research

3. \_\_\_\_\_ best describes cognitive responses to media.
- (a) Changes in mood
  - (b) Changes in thought processes
  - (c) Physical reactions
  - (d) Social interactions
4. Media that portrays unrealistic body standards often impacts which psychological aspect \_\_\_\_\_
- (a) Self-esteem                      (b) Memory
  - (c) Intelligence                      (d) Creativity
5. Social media often impacts self-presentation through
- (a) Increased face-to-face interactions
  - (b) Reduced social engagement
  - (c) Enhanced personal branding
  - (d) Improved academic performance
6. \_\_\_\_\_ psychological concept is most related to addiction to media content.
- (a) Cognitive dissonance
  - (b) Dopamine release
  - (c) Self-actualization
  - (d) Regression

7. \_\_\_\_\_ is an example of a psychological principle in advertising.
- (a) Scarcity
  - (b) Repetition fatigue
  - (c) Excessiveness
  - (d) Over-explanation
8. \_\_\_\_\_ is most influenced by persuasive advertising.
- (a) Impulsive buying
  - (b) Budget-conscious spending
  - (c) Long-term investment
  - (d) Avoiding brands
9. A key ethical issue with the use of emerging media technologies like AI and VR is \_\_\_\_\_
- (a) The development of more entertaining content
  - (b) The risk of perpetuating biases and stereotypes
  - (c) The reduction in production costs
  - (d) The increased speed of information dissemination
10. \_\_\_\_\_ media technology is most likely to reshape audience engagement.
- (a) Radio broadcasting
  - (b) Traditional television
  - (c) Printed newspapers
  - (d) Artificial intelligence

**Part B**

(5 × 5 = 25)

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

11. (a) Write a brief note on Social Learning Theory.

Or

- (b) Give a brief account on the experimental method in media psychology.

12. (a) Write a short note “media desensitization”.

Or

- (b) Brief on the ‘priming theory’ in the context of media effects.

13. (a) Mention the characteristics of niche audience.

Or

- (b) Discuss the significance of media consumption patterns in audience analysis.

14. (a) Explain the principle of reciprocity in persuasion and provide examples.

Or

- (b) Explain the role of psychological factors in influencing consumer buying decisions.



15. (a) Analyse how AI is influencing consumer behavior through personalized media experiences.

Or

- (b) Mention the potential ethical issues in conducting media psychology research with vulnerable populations.

**Part C**

(5 × 8 = 40)

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

16. (a) Critically analyze and mention the strengths and limitations of the Cultivation Theory by George Gerbner.

Or

- (b) Examine the impact of digital media and the internet on social relationships and community engagement.

17. (a) Analyze the impact of new media technologies on the relationship between media violence and aggression.

Or

- (b) Explores the psychological processes relating to the consumption of different forms of media.

18. (a) Explain the role of critical thinking in resisting misinformation and media bias in detail.

Or

- (b) “Social media platforms influence self-presentation strategies” — Discuss.
19. (a) Analyze the role of regulatory bodies and industry standards in maintaining ethical practices in advertising.

Or

- (b) Write a detailed note on the effectiveness of emotional appeals in media advertising.
20. (a) Give a detailed note on the impact of AI on media consumption patterns and the psychological effects on audiences.

Or

- (b) Analyze the application of media psychology in the design and effectiveness of public health campaigns.
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<b>C-4722</b>
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<b>Sub. Code</b>
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<b>83642</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Visual Media**

**EDITING TECHNIQUES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Explain the difference between online and offline editing.
2. What are the functions of playback controls and jog wheel in an editing software?
3. Differentiate between trimming and lifting edits.
4. Define match cuts and jump cuts and explain their impact on narrative flow.
5. Briefly describe the process of rotoscoping and its applications.
6. What are the different types of microphones used for capturing dialogue and sound effects?
7. Explain the difference between diegetic and non-diegetic sound in film and television.
8. What are the benefits of using 3-point editing compared to single-point editing?

9. How do animation principles like anticipation and follow-through enhance motion graphics?
10. Briefly describe the steps involved in exporting a video for online platforms.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the various types of transitions used in video editing and their creative applications.

Or

- (b) Explain the concept of continuity editing and its role in maintaining coherence in a film or television narrative.

12. (a) Describe the process of color correction and its impact on the visual mood of a production.

Or

- (b) Compare and contrast the use of motion graphics and compositing techniques in visual storytelling.

13. (a) Analyze the use of sound design and music in creating a specific atmosphere or conveying emotions in a film or television program.

Or

- (b) Discuss the ethical considerations involved in editing footage and manipulating sound in film and television productions.

14. (a) Explain the evolution of editing techniques from the early days of cinema to the digital age, highlighting the impact of technology on storytelling methods.

Or

- (b) Analyze the role of an editor in collaborating with a director and achieving the desired vision for a film or television program.

15. (a) Research and explain the use of a specific editing technique or sound design element in a film or television program you admire.

Or

- (b) Discuss the challenges and opportunities presented by new editing technologies, such as artificial intelligence and virtual reality, for filmmakers and editors.

**Part C**

(3 × 10 = 30)

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

16. (a) Analyze the relationship between the editor and the audience in creating meaning and conveying messages through film and television productions.

Or

- (b) Explore the concept of “auteur editing” and discuss its impact on the style and message of a film.

17. (a) Compare and contrast the editing styles of two different film directors from contrasting genres.

Or

- (b) Discuss the use of editing to create suspense and build tension in a film or television program, providing examples from specific scenes.

18. (a) Analyze the use of montage editing to convey the passage of time, emotions, or ideas in a film or television program.

Or

- (b) Discuss the ethical considerations involved in representing diverse cultures and communities through editing in film and television productions.

<b>C-4723</b>
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<b>Sub. Code</b>
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<b>83644</b>
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**B.Sc. DEGREE EXAMINATION, APRIL 2025**

**Fourth Semester**

**Visual Media**

**AUDIO AND VIDEO PRODUCTION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define. Digital Video graphy.
2. Enlist the basic storyboard techniques
3. Mention the few types of lenses
4. What is High Angle?
5. What are the advantages of DSLR camera?
6. List out the importance of camera shutter speed.
7. Point out the benefits of visual intensity.
8. Define Three – Point Lighting.
9. What is Reverberant sound?
10. Mention the few sound equipment.

**Part B**

(5 × 5 = 25)

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

11. (a) State the nature of visual story telling.

Or

- (b) Give a short note on types of character.

12. (a) Narrate about the rule of third.

Or

- (b) Analyze the importance of preview monitoring.

13. (a) Elaborate the illusion of depth.

Or

- (b) Write about Zoom lens.

14. (a) Describe about Contrast in color.

Or

- (b) Point out the steps in fitting of three point lighting.

15. (a) Briefly explain about principles of sound.

Or

- (b) Mention the importance of dubbing.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the nature of planning budgets.

Or

- (b) Analyze the characteristics of view points.

17. (a) Explain the Transfer steps in the digital video.

Or

(b) Enumerate about Editing report.

18. (a) How does light help tell a story?

Or

(b) Describe the Creative Usage of Sound.

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