

**C-6093**

**Sub. Code**

**82913**

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

**First Semester**

**Visual Effects**

**DESIGN AND PHOTOGRAPHY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Lateral thinking is a method used to
  - (a) Solve problems in a logical and step-by-step manner
  - (b) Approach problems from an unconventional perspective
  - (c) Avoid problem-solving
  - (d) Focus only on past experiences
2. The element of design that refers to the lightness or darkness of an object is \_\_\_\_\_
  - (a) Texture
  - (b) Value
  - (c) Form
  - (d) Line
3. \_\_\_\_\_ is a type of artificial lighting used in photography.
  - (a) Ambient light
  - (b) Tungsten light
  - (c) Natural light
  - (d) Diffused sunlight

4. The main characteristic of a macro lens is that \_\_\_\_\_
- (a) It captures a wider field of view
  - (b) It allows for extreme close-ups with high detail
  - (c) It has a built-in zoom feature
  - (d) It is primarily used for sports photography
5. The opposite of blue on the color wheel is \_\_\_\_\_
- (a) Green
  - (b) Orange
  - (c) Purple
  - (d) Yellow
6. The color scheme that includes four colors arranged in two complementary pairs is \_\_\_\_\_
- (a) Monochromatic
  - (b) Tetradic
  - (c) Analogous
  - (d) Achromatic
7. The tracking in typography adjust the \_\_\_\_\_
- (a) Space between two letters
  - (b) Space between entire blocks of text
  - (c) Space between lines
  - (d) Space between words
8. \_\_\_\_\_ format is best suited for web graphics with transparency.
- (a) JPEG
  - (b) TIFF
  - (c) GIF
  - (d) BMP
9. The responsive grid layout allows \_\_\_\_\_
- (a) It automatically adjusts to different screen sizes
  - (b) It only works on printed media
  - (c) It creates fixed layouts that don't change
  - (d) It eliminates the need for alignment

10. The first steps in the design process —————
- (a) Selecting color schemes
  - (b) Understanding the purpose and audience
  - (c) Adding images and graphics
  - (d) Choosing decorative fonts

**Part B**

(5 × 5 = 25)

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

11. (a) Analyze the significance of negative space in design with examples.
- Or
- (b) Mind mapping helps in generating creative ideas-Discuss.
12. (a) Differentiate between high-key and low-key lighting in photography.
- Or
- (b) Write a short note on the role of framing in composition.
13. (a) Brief on the significance of color temperature in photography.
- Or
- (b) Mention the characteristics of analogous colours.
14. (a) Define typeface anatomy and explain its key components.
- Or
- (b) Compare and contrast between rasterization and vectorization in graphic design.
15. (a) Explain grid alignment and its importance in layouts.
- Or
- (b) Brief on the important parts of a page layout.

**Part C**

(5 × 8 = 40)

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

16. (a) How does storytelling design enhance audience engagement?  
Or  
(b) Discuss the relationship between creativity and problem-solving in the design process.
17. (a) Discuss the different types of camera operations and their functions.  
Or  
(b) Explain the Exposure Triangle and how it controls light in photography.
18. (a) Explain the psychological impact of different colors on human emotions and behavior.  
Or  
(b) Discuss the structure and significance of the color wheel.
19. (a) Explain the different types of graphics and their specific applications.  
Or  
(b) How does image manipulation help in creating professional visual content?
20. (a) Analyze the impact of different grid layouts on user experience.  
Or  
(b) Describe the stages of the design process and their significance in layout development.
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**C-6096**

**Sub. Code**

**82933**

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

**Third Semester**

**Visual Effects**

**VFX PRODUCTION – I (COMPOSITING)**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. CGI is a \_\_\_\_\_.
  - (a) Computer-Generated Imagery used in movies, animation, and VFX
  - (b) A type of computer virus used in digital security
  - (c) A manual drawing technique for creating animated sequences
  - (d) A programming language used for developing mobile applications
  
2. The purpose of the Properties Bin in Nuke is \_\_\_\_\_.
  - (a) Store project files
  - (b) Adjust node parameters
  - (c) Merge multiple layers
  - (d) Create new nodes

3. A Single Frame Roto in rotoscoping refer to \_\_\_\_\_.
- (a) Individual Frame
  - (b) Motion-tracked Frames
  - (c) Grouped Frames
  - (d) Automated Frames
4. \_\_\_\_\_ is an open spline best used for in rotoscoping.
- (a) Shapes
  - (b) Shadows
  - (c) Background
  - (d) Hair
5. The term \_\_\_\_\_ refers to the process of integrating CGI elements into live-action footage.
- (a) Tracking
  - (b) Rotoscoping
  - (c) Compositing
  - (d) Matchmoving
6. \_\_\_\_\_ is the process of replacing text or images on a screen within a scene.
- (a) Compositing
  - (b) Tracking
  - (c) Rotoscoping
  - (d) Replacement

7. The keying technique that removes a specific color from footage to create transparency is \_\_\_\_\_.
- (a) Luma Keying
  - (b) Chroma Keying
  - (c) Matte Keying
  - (d) Difference Keying
8. The technique that uses a clean plate to compare and remove the background is \_\_\_\_\_.
- (a) Chroma Keying
  - (b) Luma Keying
  - (c) Difference Keying
  - (d) Matte Keying
9. The primary purpose of a clean plate in VFX is to \_\_\_\_\_.
- (a) Add motion blur
  - (b) Remove unwanted elements
  - (c) Enhance saturation
  - (d) Increase contrast
10. The purpose of Camera Projection in VFX is \_\_\_\_\_.
- (a) To track camera movement
  - (b) To create shadows in a scene
  - (c) To animate character movements
  - (d) To project a 2D image onto 3D geometry

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the importance of the Node Graph in Nuke.

Or

- (b) List any five essential tools in Nuke and their functions.

12. (a) Mention the usage of Feathering in Roto and its importance in creating a seamless composite.

Or

- (b) Write short note on the process of green screen removal and its importance in VFX.

13. (a) Write the key steps involved in 2D tracking in VFX.

Or

- (b) Explain the differences between one-point tracking, two-point tracking and four-point tracking in VFX.

14. (a) Explain the purpose of using blue and green screens in VFX.

Or

- (b) Explicate how to use Keylight for chroma keying in VFX.

15. (a) Elucidate the role of motion tracking in object removal and clean-up.

Or

- (b) Mention the key challenges in wire and object removal in dynamic scenes.

**Part C**

(5 × 8 = 40)

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

16. (a) List and explain the key advantages of using Nuke for compositing in detail.

Or

- (b) Describe the key types of nodes used in the Node Graph and their specific functions in a compositing pipeline.

17. (a) How does the choice of software impact the efficiency and quality of single-frame rotoscoping? Provide a comparative analysis.

Or

- (b) Explain the process and benefits of segmenting a character Roto. How does it improve motion tracking and realism?

18. (a) Elucidate the steps involved in 3D camera tracking and mention how it differs from 2D tracking?

Or

- (b) Explain the role of tracking techniques in modern VFX and analyse how advancements in tracking software have improved the efficiency of post-production workflows.

19. (a) Explain the process of using Primatte Keyer in VFX in detail.

Or

- (b) Explain how IBK Color and IBK Gizmo work together for chroma keying in Nuke.

20. (a) Describe different types of 3D lights available in Nuke and how does lighting affect the realism of 3D compositing.

Or

- (b) Discuss the process of creating a photorealistic 3D composite in Nuke with the essential steps.
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**C-6097**

**Sub. Code**

**82935**

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

**Third Semester**

**Visual Effects**

**FUNDAMENTAL OF VIDEOGRAPHY AND  
AUDIOGRAPHY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

- \_\_\_\_\_ is NOT a type of videography.  
(a) Cinematic                      (b) Documentary  
(c) Corporate                      (d) Calligraphy
- The primary function of a camera's aperture is \_\_\_\_\_  
(a) Adjusting the color balance  
(b) Controlling depth of field  
(c) Increasing resolution  
(d) Changing frame rate
- The rule that helps in framing compositions effectively is \_\_\_\_\_  
(a) Rule of halves                      (b) Rule of perspective  
(c) Rule of thirds                      (d) Rule of motion

4. The unit of measurement for sound frequency is \_\_\_\_\_
- (a) Decibels                      (b) Hertz  
(c) Watts                          (d) Lumens
5. \_\_\_\_\_ is NOT a sound property.
- (a) Frequency                      (b) Amplitude  
(c) Noise                            (d) Pitch
6. The microphone best for recording outdoor interviews is \_\_\_\_\_
- (a) Lavalier                          (b) Condenser  
(c) Shotgun                          (d) Ribbon
7. A Foley artistry focus on \_\_\_\_\_
- (a) Color correction  
(b) Creating background music  
(c) Recording dialogue  
(d) Creating realistic sound effects
8. The purpose of mastering in audio production is \_\_\_\_\_
- (a) Adjusting individual clips  
(b) Synchronizing video and audio  
(c) Finalizing sound quality  
(d) Adding music
9. The main goal of color grading in video editing is \_\_\_\_\_
- (a) Increase sharpness  
(b) Enhance storytelling through colors  
(c) Reduce motion blur  
(d) Adjust frame rates



**Part C**

(5 × 8 = 40)

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

16. (a) Explain the history and evolution of videography, highlighting its significance in modern media.

Or

- (b) Explain the different components of a camera and their functions in detail.

17. (a) Discuss various lighting techniques and their impact on storytelling.

Or

- (b) How do leading lines and natural frames impact video composition? Explain with examples.

18. (a) Elucidate human hearing perception and its influence on audiography.

Or

- (b) Explain the importance of frequency and amplitude in sound design.

19. (a) Write in detail about the different types of microphones and their applications in media production.

Or

- (b) Explain in detail the process of audio mixing and editing.

20. (a) Discuss the process of exporting audio and video files, mentioning common file formats.

Or

- (b) Explain how quality control is ensured in final audio and video production.

**C-6098**

**Sub. Code**

**82936**

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

**Third Semester**

**Visual Effects**

**VFX PRODUCTION II (3D FOR VFX)**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. To quickly reset an object's transformations to default values \_\_\_\_\_.
  - (a) Modify > Freeze Transformations
  - (b) Edit > Delete by Type > History
  - (c) Window > Outliner
  - (d) View > Default Workspace
  
2. The Maya panel that allows you to set up lighting, shadows and rendering settings is \_\_\_\_\_.
  - (a) Render View
  - (b) Timeline
  - (c) Hypershade
  - (d) Attribute Editor

3. The shading material in Maya is commonly used for shiny or metallic surfaces is \_\_\_\_\_.
- (a) Lambert
  - (b) Blinn
  - (c) Phong
  - (d) Surface Shader
4. The file format used for texture maps in Maya is
- (a) .mb
  - (b) .png
  - (c) .avi
  - (d) .mp3
5. \_\_\_\_\_ type in Maya simulates sunlight and casts parallel rays.
- (a) Point Light
  - (b) Area Light
  - (c) Directional Light
  - (d) Volume Light
6. The Render engine in Maya best suited for realistic single-light product rendering is \_\_\_\_\_.
- (a) Maya Software Renderer
  - (b) Arnold Renderer
  - (c) Vector Renderer
  - (d) Hardware Renderer
7. The primary purpose of rigging in Maya is \_\_\_\_\_.
- (a) To add textures to a model
  - (b) To create a skeleton for animation and movement
  - (c) To render high-quality images
  - (d) To apply lighting effects

8. \_\_\_\_\_ animation principle ensures that movements feel natural by having objects start slow, gain speed, then slow down again.
- (a) Timing and Spacing
  - (b) Squash and Stretch
  - (c) Ease In and Ease Out
  - (d) Anticipation
9. \_\_\_\_\_ tool in Maya allows you to manage and edit Render Layers.
- (a) Outliner
  - (b) Hypershade
  - (c) Render Setup
  - (d) Graph Editor
10. \_\_\_\_\_ software is commonly used for compositing Render Layers after rendering in Maya.
- (a) ZBrush
  - (b) After Effects
  - (c) Blender
  - (d) Unreal Engine

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the role of curve tools in motion paths and animation.

Or

- (b) Mention the key advantages of using the EP Curve Tool for surface modeling in Maya compared to polygon-based modeling techniques.

12. (a) Write short notes on UV unwrapping in Maya.

Or

(b) Brief on the role of “Unfold” and “Optimize” tools in UV transformation.

13. (a) Discuss how reflections and shadows affect indoor lighting realism in Maya.

Or

(b) Explain the advantages of using HDRI maps in a studio lighting setup in Maya.

14. (a) Brief on auto-rigging system and mention how it streamline the rigging process.

Or

(b) Differentiate between a single-chain joint setup and a joint hierarchy with their applications.

15. (a) How do render resolution and aspect ratio settings impact the final rendered image? Provide examples of their use in different production workflows.

Or

(b) What is Motion Blur in rendering? Explain the difference between 2D Motion Blur and 3D Motion Blur in Maya.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the step-by-step process of using the Multi-Cut Tool and the Extrude Tool in Maya.

Or

- (b) Compare and contrast the uses of “Project Curve on Mesh” and “Split Mesh with Projected Curve” with their applications.

17. (a) Mention the common challenges faced when working with UV maps in Photoshop? How can the issues be fixed? Explain.

Or

- (b) Explain how Displacement Maps affect a model’s geometry compared to Bump and Normal Maps.

18. (a) Exemplify how Depth Map Shadows can be optimized in Maya to reduce artifacts like shadow banding, flickering and incorrect shadow placement.

Or

- (b) Explain Three-Point Lighting in Maya and how Arnold’s advanced features enhance its realism. Provide examples.

19. (a) Discuss the advantages and limitations of using Non-Linear Handles compared to traditional keyframe animation.

Or

- (b) Describe the process of keyframe animation for a bouncing ball.

20. (a) Compare and contrast diffuse and specular components in a material. How do they work together to create realistic shading?

Or

- (b) Describe the process of exporting Multi-Render Passes from Maya using Arnold.
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**C-6100**

**Sub. Code**

**82944**

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

**Fourth Semester**

**Visual Effects**

**VFX PRODUCTION III (FX FOR VFX)**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ feature in Houdini allows you to organize and control different parts of a scene.
  - (a) Grouping attributes
  - (b) SDF Volume
  - (c) Pyrosolver
  - (d) Vellum Constraints
  
2. The purpose of VEX programming in Houdini is
  - (a) To create realistic fire simulations
  - (b) To control and manipulate attributes procedurally
  - (c) To activate RBD simulations
  - (d) To render fluids
  
3. The volume type used to create a smooth foggy appearance in Houdini is
  - (a) Pyro Burst Source
  - (b) SDF Volume
  - (c) Smoke Solver
  - (d) Fog Volume

4. The main function of the Pyrosolver in Houdini is
  - (a) To simulate rigid bodies
  - (b) To simulate smoke and fire
  - (c) To create soft body dynamics
  - (d) To control particle forces
  
5. \_\_\_\_\_ force is used to control the movement of particles along a defined path in Houdini.
  - (a) POP Axis
  - (b) POP Curve Force
  - (c) Pyro Burst Source
  - (d) Vellum Brush
  
6. The purpose of setting up grains in a particle simulation is
  - (a) To simulate fire
  - (b) To simulate fluid motion
  - (c) To simulate granular materials like sand
  - (d) To create rigid body dynamics
  
7. \_\_\_\_\_ technique is used to fracture geometry into pieces for destruction simulations in Houdini.
  - (a) RBD Activation
  - (b) Boolean Fracture
  - (c) Particle Advection
  - (d) Flip Viscosity
  
8. The purpose of RBD constraints in Houdini is
  - (a) To control fluid viscosity
  - (b) To connect fractured pieces during a simulation
  - (c) To render smoke
  - (d) To create soft body simulations
  
9. The FLIP tank in Houdini simulate \_\_\_\_\_.
  - (a) Fire and smoke
  - (b) Ocean surfaces and fluid bodies
  - (c) Rigid body dynamics
  - (d) Particle forces
  
10. The parameter in Houdini that controls the thickness and flow of fluid in a FLIP simulation is \_\_\_\_\_.
  - (a) FLIP Viscosity
  - (b) Pyro Solver
  - (c) RBD Cluster
  - (d) Fog Volume

**Part B**

(5 × 5 = 25)

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

11. (a) Explain how grouping attributes helps in managing complex scenes in Houdini.

Or

- (b) Describe the role of VEX programming in procedural modelling within Houdini.

12. (a) Discuss the process of creating and rendering smoke using the Pyro solver in Houdini.

Or

- (b) Explain how SDF volumes are used to simulate realistic cloud effects in Houdini.

13. (a) Describe the function of custom particle forces in a POP network and how they influence particle behaviour.

Or

- (b) Explain the significance of setting up grains in particle simulations and how it affects rendering.

14. (a) Discuss the process of fracturing geometry using Boolean fractures and its application in RBD simulations.

Or

- (b) Explain the use of RBD constraints to manage interactions between fractured pieces in a simulation.

15. (a) Describe how FLIP viscosity impacts the behaviour of fluids in a simulation and its visual effects.

Or

- (b) Explain the process of creating and rendering an ocean surface using FLIP fluids in Houdini.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain How does procedural modelling in Houdini benefit from using VOP networks?

Or

- (b) Explain the role of Houdini's interface elements in facilitating a procedural workflow.

17. (a) Explain how does the uses of fog volumes enhance the realism of a scene in Houdini.

Or

- (b) Describe the steps involved in setting up a fire simulations and adding sparks in Houdini.

18. (a) How do POP axis and curve forces affect the movement and behavior of particles?

Or

- (b) Explain the method for rendering particles and the significance of the growth attribute setup.

19. (a) What are the key considerations when setting up basic RBD simulations for realistic destruction effects?

Or

- (b) How does the Vellum Brush tool contribute to the dynamics of cloth simulations in Houdini?

20. (a) How does adjusting fluid viscosity influence the simulation and rendering of liquids in Houdini?

Or

- (b) Describe the process for setting up and rendering a complex ocean scene using FLIP fluids.

**C-6101**

**Sub. Code**

**82946**

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

**Fourth Semester**

**Visual Effects**

**VFX PRODUCTION –IV**

**(Matchmove/Rotomation and CG Compositing)**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ feature is used to navigate footage in the 3D Equalizer Viewer.
  - (a) Timeline
  - (b) Properties Bin
  - (c) Buer
  - (d) Menu Tab
  
2. The benefit of bridging 3D Equalizer with Maya is \_\_\_\_\_
  - (a) To combine tracking data with 3D models
  - (b) To edit sound effects
  - (c) To adjust color grading
  - (d) To increase rendering speed

3. The purpose of creating a mesh during tracking is \_\_\_\_\_
- (a) To apply textures
  - (b) To define the 3D structure of the tracked object
  - (c) To edit lighting
  - (d) To adjust audio levels
4. \_\_\_\_\_ process involves correcting the position of tracked points.
- (a) Error Graph Adjustment
  - (b) Manual Tracking
  - (c) Test Object Tacker
  - (d) Camera Calibration
5. Clean-up important in rotomation \_\_\_\_\_
- (a) To remove unwanted objects
  - (b) To adjust the camera
  - (c) To refine the animation for smooth motion
  - (d) To edit lighting
6. The purpose of exporting AOVs in rotomation is \_\_\_\_\_
- (a) To create a final render
  - (b) To provide different passes for compositing
  - (c) To adjust textures
  - (d) To edit sound effects

7. The purpose of grading in CG compositing is
- (a) To create a depth map
  - (b) To adjust the color and contrast of the image
  - (c) To add reflections
  - (d) To edit audio levels
8. The shadows and reflections are typically added in CG compositing \_\_\_\_\_
- (a) Using Fresnel effect
  - (b) By applying textures
  - (c) By adjusting the camera angle
  - (d) Through multi-pass rendering
9. The purpose of ID Passes in rendering is \_\_\_\_\_
- (a) To separate different elements for easier compositing
  - (b) To adjust lighting
  - (c) To control camera depth
  - (d) To create particle effects
10. CG imperfections enhance the realism of a rendered image \_\_\_\_\_
- (a) By adding unnatural textures
  - (b) By introducing minor flaws like scratches or noise
  - (c) By reducing the quality of the render
  - (d) By increasing color saturation

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of matchmoving in integrating CGI with live-action footage.

Or

- (b) Give an account on the importance of the Menu Tab in 3D Equalizer.

12. (a) Mention the significance of error graphs in manual tracking for ensuring tracking accuracy.

Or

- (b) Define manual tracking and explain its importance in video editing.

13. (a) Write a short note on the purpose of rotomation in the animation pipeline.

Or

- (b) Describe the process of setting keys and animating a character's movement in rotomation.

14. (a) Discuss the use of multi-pass EXR files in CG compositing and how they improve the compositing process.

Or

- (b) Explain how the Fresnel effect contributes to realistic reflections in CG compositing.

15. (a) Explain how Z Depth is used to create depth effects in a CG scene.

Or

- (b) Discuss the role of atmospheric fog in enhancing the depth and realism of CG environments.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the challenges faced during matchmoving in detail.

Or

- (b) Describe how to navigate footage using the Viewer in 3D Equalizer and its significance in the workflow.

17. (a) Discuss the challenges and techniques involved in manual tracking when handling complex footage.

Or

- (b) Explain how creating a mesh helps in tracking and why it is crucial for accurate 3D reconstruction.

18. (a) Describe the clean-up process in rotomation and its importance in producing smooth and accurate animations.

Or

- (b) Explain how geometry tracking is used in rotomation to match 3D models to live-action footage.

19. (a) Discuss the importance of grading in CG compositing and how it affects the final visual output.

Or

- (b) Explain the process of shuffling channels in CG compositing and how it is used to reconstruct images.

20. (a) Describe how Normal passes are used in rendering and their significance in achieving realistic shading.

Or

- (b) Explain the technique of projection in CG and its applications in creating realistic environments
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**C-6102**

**Sub. Code**

**82951**

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

**Fifth Semester**

**Visual Effects**

**BUSINESS OF MEDIA**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The business structure that provides flexibility in management while offering limited liability to owners  
\_\_\_\_\_
  - (a) Limited Liability Company
  - (b) Sole Proprietorship
  - (c) General Partnership
  - (d) Cooperative
  
2. The type of business organization has limited liability for its owners and is considered a separate legal entity is  
\_\_\_\_\_
  - (a) Partnership
  - (b) Sole Proprietorship
  - (c) Cooperative
  - (d) Corporation

3. The organizational structure ideal for media businesses that require both specialized expertise and cross-functional collaboration is \_\_\_\_\_
- (a) Hierarchical structure
  - (b) Matrix structure
  - (c) Divisional structure
  - (d) Functional structure
4. A media company that has separate divisions for newspapers, television, and digital content follows \_\_\_\_\_ organizational structure.
- (a) Product-based structure
  - (b) Functional structure
  - (c) Geographic structure
  - (d) Hierarchical structure
5. An example of an internal stakeholder is \_\_\_\_\_
- (a) Customers
  - (b) Local community
  - (c) Employees
  - (d) Suppliers
6. A sudden change in government trade policies and taxation is an example of \_\_\_\_\_
- (a) Social pressure
  - (b) Technological pressure
  - (c) Competitive pressure
  - (d) Political pressure

7. \_\_\_\_\_ strategy aims to place a product in as many locations as possible
- (a) Intensive distribution
  - (b) Exclusive distribution
  - (c) Selective distribution
  - (d) Limited distribution
8. \_\_\_\_\_ is an example of direct marketing.
- (a) TV advertisements
  - (b) Social media influencer campaigns
  - (c) Sending promotional emails to customers
  - (d) Newspaper advertisements
9. The communication method best suited for urgent business decisions is \_\_\_\_\_
- (a) Email
  - (b) Face-to-face meetings
  - (c) Social media
  - (d) Printed newsletters
10. In business communication, the role of active listening is \_\_\_\_\_
- (a) To quickly interrupt and share your own opinion
  - (b) To focus on understanding the speaker's message before responding
  - (c) To dominate the conversation
  - (d) To avoid responding and keep silent

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the advantages and disadvantages of the private sector in business.

Or

- (b) Explain the importance of corporate social responsibility in private sector businesses.

12. (a) “Media companies often use a divisional structure”- Support your perspective with examples.

Or

- (b) Explain how a media company can benefit from a geographic organizational structure.

13. (a) Analyse the impact of technological advancements on businesses.

Or

- (b) Explain how the interests of shareholders and employees may sometimes conflict within an organization.

14. (a) Examine the impact of digital tools and technology on modern market research.

Or

- (b) Brief on the contribution of international trade to a country’s economic growth.

15. (a) Explain the impact of digital communication on modern business structures.

Or

- (b) Differentiate between verbal and non-verbal communication channels with examples.

**Part C**

(5 × 8 = 40)

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

16. (a) Compare co-operative societies with other forms of business organizations in terms of ownership, control, and objectives.

Or

- (b) Evaluate the role of leadership and governance in the success of not-for-profit businesses.

17. (a) Discuss how supply chain management differs for multinational companies that operate multiple product lines in various countries.

Or

- (b) Examine the importance of network and team-based organizational structures in fostering innovation and collaboration.

18. (a) Explain how do business owners and shareholders balance short-term profits with long-term sustainability and growth? Provide examples.

Or

- (b) Explain how businesses can build trust with customers through ethical practices and high-quality products or services.

19. (a) Evaluate the role of capacity planning in operations management and analyse how businesses ensure optimal resource utilization.

Or

- (b) Discuss how global companies adapt their marketing mix strategies to different cultural and economic markets.
20. (a) Evaluate the impact of intercultural communication on global business operations.

Or

- (b) Discuss the role of upward, downward, and horizontal communication channels in an organization and analyse their contribution to business efficiency.
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**C-6103**

**Sub. Code**

**82952**

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

**Fifth Semester**

**Visual Effects**

**PORTFOLIO AND PRESENTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. The recommended number of slides in a 10-minute presentation is
  - (a) 5-7 slides
  - (b) 15-20 slides
  - (c) 25+ slides
  - (d) 2 slides
  
2. Good body language in a presentation includes
  - (a) Making eye contact and using gestures naturally
  - (b) Standing stiffly without movement
  - (c) Speaking in a monotone voice
  - (d) Looking at the floor while speaking
  
3. The file format best suited for documents in a digital portfolio is
  - (a) .jpg
  - (b) .exe
  - (c) .pdf
  - (d) .mp3

4. The PowerPoint presentation can be more effective by
  - (a) Use concise bullet points, visuals, and minimal text
  - (b) Fill slides with long paragraphs of text
  - (c) Use small fonts and bright neon colors
  - (d) Avoid using images or graphs
  
5. The ideal font size for text on presentation slides is
  - (a) 10-12 Pt for a professional look
  - (b) 18-24 pt for visibility
  - (c) 8-10 Pt to fit more content
  - (d) 14-16 Pt for detailed paragraphs
  
6. The file format that ensures high-quality images without large file sizes is
  - (a) .bmp
  - (b) .png
  - (c) .gif
  - (d) .tiff
  
7. SEO in digital marketing stand for
  - (a) Sales and Engagement Optimization
  - (b) Search Engine Optimization
  - (c) Social E-commerce Outreach
  - (d) Systematic Email Outreach

8. The purpose of customer relationship management in marketing is
- (a) To improve customer interactions and retention
  - (b) To decrease advertising expenses
  - (c) To eliminate competitors
  - (d) To create new products
9. It is important to track portfolio performance metrics
- (a) To determine how much storage space is needed
  - (b) To count how many projects have been uploaded
  - (c) To understand visitor engagement and optimize content
  - (d) To ensure compliance with copyright laws
10. The main risk of failing to plan deadlines properly is
- (a) Delays that may affect job opportunities or client trust
  - (b) Saving time by rushing work
  - (c) Getting extra time for revisions
  - (d) Creating multiple versions without focus

**Section B**

(5 × 5 = 25)

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

11. (a) List and describe five key components of a professional portfolio.

Or

- (b) Describe the role of a personal statement or bio in a portfolio.

12. (a) Describe the role of pre-production, production, and post-production in digital media creation with provide examples.

Or

- (b) Compare the design processes of a website and a multimedia presentation.
13. (a) Discuss the advantages and disadvantages of using PowerPoint versus Prezi for presentations.

Or

- (b) Explain the role of software tools in creating and enhancing a presentation.
14. (a) Explain the importance of material selection in the impact and perception of a business card.

Or

- (b) Discuss how businesses use blogs and webpages together to create a strong online presence and drive sales.
15. (a) Discuss the advantages and disadvantages of publishing a portfolio online versus in print.

Or

- (b) Brief on how updating and curating content regularly contribute to portfolio enhancement.

**Section C**

(5 × 8 = 40)

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

16. (a) “Personalization and storytelling make a portfolio more appealing”- Justify with explanation.

Or

- (b) Compare and contrast a working portfolio and a display portfolio.

17. (a) Analyze the role of user experience in digital portfolios and steps to ensure easy navigation and accessibility.

Or

- (b) How does post-production affect the quality of digital media? Discuss the key elements.

18. (a) How do visual aids enhance professional presentation? Discuss on the best practices.

Or

- (b) Discuss the essential technical and non-technical requirements for a professional presentation.

19. (a) Evaluate the role of cultural and industry-specific considerations in designing business cards.

Or

- (b) How does competitor analysis help businesses decide which marketing medium to use? Provide examples.

20. (a) Describe the essential components of a strong portfolio and explain how each component contributes to creating a professional and impactful presentation.

Or

- (b) “Budget and deadline planning essential in portfolio development”- Discuss strategies for managing costs and meeting deadlines effectively.
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