

**C-6119**

**Sub. Code**

**83213**

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

**First Semester**

**Animation**

**FUNDAMENTALS OF ART**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which technique helps in developing visual perception in observational drawing?  
(a) Contour Drawing (b) Overlapping  
(c) Foreshortening (d) Quick Sketching
2. What is the purpose of value and shading in drawing?  
(a) To create texture  
(b) To add depth and dimension  
(c) To distort the object  
(d) To remove details
3. Which perspective system helps create the illusion of depth?  
(a) One-point perspective  
(b) Flat perspective  
(c) Two-dimensional perspective  
(d) Abstract perspective
4. Which technique helps in achieving proportional accuracy?  
(a) Converging lines (b) Value and shading  
(c) Contour drawing (d) Texture application

5. What is essential for human figure drawing?
  - (a) Understanding texture
  - (b) Balance and proportion
  - (c) Background detailing
  - (d) Geometric abstraction
6. The Line of Action is primarily used in:
  - (a) Environmental design
  - (b) Perspective drawing
  - (c) Figure drawing
  - (d) Color mixing
7. Which factor determines color temperature?
  - (a) The amount of black used
  - (b) The warmth or coolness of a color
  - (c) The number of colors mixed
  - (d) The amount of white added
8. Which color property defines brightness or dullness?
  - (a) Hue
  - (b) Saturation
  - (c) Contrast
  - (d) Harmony
9. Which element is crucial in environmental design?
  - (a) Study of different environments
  - (b) Simplification of body parts
  - (c) Color contrast
  - (d) Overlapping forms
10. The Golden Ratio is used in:
  - (a) Value and shading
  - (b) Color mixing
  - (c) Environmental design
  - (d) Gesture drawing

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the role of contour drawing in observational drawing.

Or

- (b) Discuss the importance of consistency in sketching different subjects.

12. (a) Describe how converging lines impact perspective drawing,

Or

- (b) Explain the role of foreshortening in creating realistic depth.

13. (a) Discuss the significance of gesture drawing in human anatomy study.

Or

- (b) Explain how stick figures help in figure drawing.

14. (a) Describe the importance of color harmonies in design.

Or

- (b) Explain the psychological impact of color temperature.

15. (a) Discuss the role of scale and proportion in environmental design.

Or

- (b) Explain the relevance of different materials in environmental art.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain how value and shading contribute to realistic observational drawing.

Or

- (b) Describe various techniques used in contour drawing.

17. (a) Discuss the applications of perspective drawing in animation.

Or

- (b) Explain the difference between one-point and two-point perspective with examples.

18. (a) Elaborate on the importance of relative proportion in figure drawing.

Or

- (b) Explain the process of constructing a human figure using cylindrical forms.

19. (a) Analyze the impact of digital color theory in modern animation.

Or

- (b) Explain the principles of color mixing and their application in animation.

20. (a) Describe how environmental design principles enhance animated backgrounds.

Or

- (b) Explain the role of texture application in environmental design.

**C-6120**

**Sub. Code**

**83215**

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

**First Semester**

**Animation**

**INTRODUCTION TO VISUAL COMMUNICATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the basic element of communication?
  - (a) Noise
  - (b) Message
  - (c) Channel
  - (d) Encoding
  
2. Which type of communication involves face-to-face interaction between two people?
  - (a) Mass communication
  - (b) Group communication
  - (c) Interpersonal communication
  - (d) Intrapersonal communication
  
3. What does the SMCR model stand for?
  - (a) Sender, Message, Channel, Receiver
  - (b) Source, Media, Content, Response
  - (c) Signal, Medium, Code, Reaction
  - (d) Sender, Media, Communication, Reception

4. Which theory suggests that media influences opinion leaders who then influence others?
  - (a) Hypodermic Needle Model
  - (b) Two-Step Flow Theory
  - (c) Cultivation Theory
  - (d) Spiral of Silence
  
5. In semiotics, what does 'connotation' refer to?
  - (a) Literal meaning
  - (b) Dictionary definition
  - (c) Cultural or emotional association
  - (d) Scientific interpretation
  
6. What is a key principle of design perception?
  - (a) Hierarchy
  - (b) Randomness
  - (c) Misalignment
  - (d) Ambiguity
  
7. What is one major function of mass media?
  - (a) Restrict information
  - (b) Persuade and inform audiences
  - (c) Prevent social change
  - (d) Control personal conversations
  
8. Which communication model emphasizes noise as a barrier?
  - (a) Lasswell's Model
  - (b) Shannon and Weaver Model
  - (c) Helical Model
  - (d) Uses and Gratification Model
  
9. What is an example of digital media?
  - (a) Radio
  - (b) Newspaper
  - (c) Online streaming services
  - (d) Billboards

10. Publicity differs from Public Relations because:
- (a) It is always paid advertising
  - (b) It does not require media involvement
  - (c) It is usually free and uncontrolled
  - (d) It only applies to celebrities

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of communication barriers in daily interactions.
- Or
- (b) Describe different types of verbal and non-verbal communication.
12. (a) Analyze Schramm's Circular Model and its impact on communication.
- Or
- (b) Discuss the significance of White's Gatekeeper Theory in media control.
13. (a) Explain the paradigmatic and syntagmatic aspects in semiotic analysis.
- Or
- (b) Discuss the impact of color psychology in visual communication.
14. (a) Examine the role of mass media in shaping public opinion.
- Or
- (b) Discuss the influence of cross-cultural communication on globalization.
15. (a) What are the key functions of mass media? Explain with examples.
- Or
- (b) Describe the Hypodermic Needle Model and its implications in media studies.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss various communication barriers and strategies to overcome them.

Or

- (b) Explain the role of signs and symbols in communication.

17. (a) Compare and contrast the Shannon and Weaver Model with the Lasswell Model.

Or

- (b) Explain how semantic, technical, and pragmatic levels affect communication.

18. (a) Analyze the role of sensory perception in communication design.

Or

- (b) Explain the process of concept development in visual communication.

19. (a) Discuss the influence of cultural factors on communication practices.

Or

- (b) Explain how public opinion is influenced by media representation.

20. (a) Evaluate the role of digital media in modern communication.

Or

- (b) Discuss the functions and impact of traditional mass media on society.

**C-6121**

**Sub. Code**

**83223**

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

**Second Semester**

**Animation**

**DESIGN STUDY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ of the following best describes a design's target audience.  
(a) General public      (b) Designers  
(c) Specific group      (d) Manufacturers
2. \_\_\_\_\_ is an experimental approach during a design challenge.  
(a) Following traditional methods  
(b) Copying existing designs  
(c) Trying new and innovative ideas  
(d) Ignoring user feedback
3. \_\_\_\_\_ attribute of color refers to its lightness or darkness.  
(a) Hue                      (b) Saturation  
(c) Value                    (d) Intensity

4. The combination of colors directly opposite each other on the color wheel is called \_\_\_\_\_
- (a) Monochromatic (b) Analogous  
(c) Complementary (d) Triadic
5. \_\_\_\_\_ is the term for the vertical space between lines of text in typography.
- (a) Kerning (b) Tracking  
(c) Leading (d) Spacing
6. Which type of graphic is resolution-independent and can be scaled without loss of quality?
- (a) Raster graphics (b) Bitmap graphics  
(c) Vector graphics (d) Pixel graphics
7. \_\_\_\_\_ balance involves elements that are different but still achieve a balanced visual weight.
- (a) Symmetrical (b) Asymmetrical  
(c) Radial (d) Vertical
8. Using white space in a design helps to \_\_\_\_\_
- (a) Overcrowd the design  
(b) Create focus  
(c) Distract the viewer  
(d) Add more elements
9. \_\_\_\_\_ is the primary role of a grid system in layout design.
- (a) To add images (b) To create hierarchy  
(c) To remove text (d) To distract viewers
10. The golden mean is also known as \_\_\_\_\_
- (a) Rule of thirds (b) Fibonacci sequence  
(c) Color wheel (d) Leading line

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the characteristics of a designer's mind and how they contribute to the design process.

Or

- (b) Explain the differences between creative solutions and stereotypical solutions in design.

12. (a) Define color blending and describe its importance in creating visually appealing designs.

Or

- (b) Discuss the subtractive model of color and its applications in design.

13. (a) Explain the process of format conversion in graphics and its significance.

Or

- (b) Discuss the importance of type families and how they are used in typography.

14. (a) Describe how weight can be experimented with to create dynamic designs.

Or

- (b) Explain the importance of utilizing non-white space in design.

15. (a) Discuss the role of templates in the design process and how they aid in creating layouts.

Or

- (b) Explain how capturing the reader's attention is crucial in design and provide examples.

**Part C**

(5 × 8 = 40)

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

16. (a) Analyze the purpose of design in human life and discuss its impact on various aspects of society.  
Or  
(b) Evaluate the significance of a target audience in the design process and how it shapes design outcomes.
17. (a) Discuss the concept of color schemes and how different schemes can be used to evoke specific emotions or reactions.  
Or  
(b) Explore the psychological effects of different colors and how designers can use these effects to influence viewers.
18. (a) Analyze the anatomy of typefaces and discuss how understanding these components can improve typographic design.  
Or  
(b) Discuss the advantages and disadvantages of raster graphics compared to vector graphics in various design applications.
19. (a) Evaluate the use of negative space in design and discuss how it contributes to the overall aesthetic and functionality of a design.  
Or  
(b) Compare and contrast symmetrical and asymmetrical designs, providing examples of -when each type is most effective.
20. (a) Discuss the importance of the grid system in layout design and provide examples of successful use cases.  
Or  
(b) Explore the concept of the golden mean and discuss how it can be applied to create visually harmonious designs.

**C-6122**

**Sub. Code**

**83225**

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

**Second Semester**

**Animation**

**DIGITAL DESIGN TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the primary benefit of using vector graphics over bitmap graphics?
  - (a) Vector graphics are resolution-dependent
  - (b) Vector graphics use a fixed number of colors
  - (c) Vector graphics are scalable without loss of quality
  - (d) Vector graphics are more suitable for photo-realistic images
  
2. In digital illustration, \_\_\_\_\_ is essential for print quality.
  - (a) Low resolution
  - (b) High bit depth
  - (c) Non-standard file format
  - (d) Small file size

3. \_\_\_\_\_ is the key difference between analog and digital image processing.
- (a) Analog processing uses electronic signals; digital uses pixels
  - (b) Digital processing involves physical film; analog involves software
  - (c) Analog processing is automated; digital is manual
  - (d) Digital processing requires fewer tools than analog
4. What does the term “bitrate” refer to in digital image processing?
- (a) The number of colors used in an image
  - (b) The amount of data processed per second
  - (c) The physical size of the image
  - (d) The resolution of the image
5. \_\_\_\_\_ feature of digital tools helps in reducing the jagged edges in images.
- (a) Color correction
  - (b) Anti-aliasing
  - (c) Bitmap conversion
  - (d) Vectorization
6. Which of the following best describes a raster tool?
- (a) It uses mathematical curves to create images
  - (b) It creates images through pixel manipulation
  - (c) It is used for creating 3D models
  - (d) It generates scalable vector paths

7. \_\_\_\_\_ is the function of layers in digital illustration software.
- (a) To apply a uniform color to the entire image
  - (b) To store different elements separately for easier editing
  - (c) To compress the image file size
  - (d) To merge multiple images into one
8. What advantage does digital painting offer over traditional painting?
- (a) It requires no special software
  - (b) It limits the artist to predefined brushes
  - (c) It allows for unlimited undo and redo actions
  - (d) It produces less vibrant colors
9. Which software is best known for bitmap-based image editing?
- (a) Adobe Illustrator
  - (b) Adobe Photoshop
  - (c) Autodesk SketchBook
  - (d) Inkscape
10. What is the main purpose of maintaining a consistent style in a professional portfolio?
- (a) To showcase a variety of techniques
  - (b) To demonstrate versatility in different media
  - (c) To present a unified artistic identity
  - (d) To include a range of historical influences

**Part B**

(5 × 5 = 25)

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

11. (a) Explain how understanding different file formats can impact the workflow in digital illustration.

Or

- (b) Discuss the role of resolution in determining the quality of digital images.

12. (a) Describe the key principles of digital image processing and how they differ from analog processing.

Or

- (b) What is the significance of bitrate in the context of digital image processing?

13. (a) Compare the functionality and applications of raster tools and vector tools in digital design.

Or

- (b) What is anti-aliasing and why is it important in digital design?

14. (a) Discuss the principles of composition in digital illustration and their effect on visual impact.

Or

- (b) How does sequential storytelling benefit from digital illustration techniques?

15. (a) What are the essential components of a professionally presented digital art portfolio?

Or

- (b) Explain how time management can influence the quality and efficiency of digital artwork production.

**Part C**

(5 × 8 = 40)

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

16. (a) Analyze the advantages and limitations of vector graphics compared to bitmap graphics.

Or

- (b) Explore how resolution impacts the final output of digital illustrations.

17. (a) Examine the evolution of digital image processing from analog methods.

Or

- (b) Discuss the concept of bitrate in digital images and its effect on image quality and data storage.

18. (a) Evaluate the role of different digital tools and styles in shaping contemporary digital art.

Or

- (b) Explain how digital layers can enhance the workflow in creating complex illustrations.

19. (a) Assess the role of digital painting in modern artistic practices. How does it compare to traditional painting in terms of technique and outcome?

Or

- (b) Discuss the principles of composition in digital design and how they contribute to effective visual storytelling.

20. (a) Describe the process of preparing digital artwork for commercial reproduction.

Or

- (b) Provide an overview of the history of animation; focusing on the transition from traditional to digital methods.
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**C-6123**

**Sub. Code**

**83233**

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

**Third Semester**

**Animation**

**2D AND EXPERIMENTAL ANIMATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Who is considered the “Father of Animation”?  
(a) Walt Disney      (b) Winsor McCay  
(c) John Lasseter      (d) Hayao Miyazaki
2. What is the primary role of an animator in media production?  
(a) Writing scripts  
(b) Creating and manipulating motion graphics  
(c) Composing music  
(d) Editing sound
3. Which of the following is NOT a type of animation?  
(a) Claymation      (b) Motion capture  
(c) Pixel painting      (d) Roto animation
4. Which animation technique involves manipulating physical objects frame by frame?  
(a) Roto animation      (b) Claymation  
(c) Motion capture      (d) Flipbook animation

5. What is an interest curve in animation storytelling?
  - (a) A tool for measuring viewer engagement over time
  - (b) A software used for creating animations
  - (c) A special animation effect
  - (d) A method of rendering
  
6. Which storytelling method focuses on structured and well-defined narratives?
  - (a) Experimental storytelling
  - (b) Traditional storytelling
  - (c) Free-form storytelling
  - (d) Abstract storytelling
  
7. What is a key element in defining character animation?
  - (a) Background music
  - (b) Use of uncanny valley
  - (c) Camera angles
  - (d) Narration speed
  
8. What does the animation principle “slow in and slow out” refer to?
  - (a) The movement of the character in slow motion
  - (b) Gradual acceleration and deceleration of an object’s movement
  - (c) The delay in rendering animation
  - (d) A camera panning technique
  
9. What principle helps in creating weight and flexibility in animation?
  - (a) Follow-through and overlapping action
  - (b) Exaggeration
  - (c) Staging
  - (d) Solid drawing

10. Which of the following is NOT one of the 12 principles of animation?
- (a) Squash and stretch
  - (b) Parallax scrolling
  - (c) Arc
  - (d) Timing

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of animation in media production.
- Or
- (b) Discuss the role of communication in animation production settings.
12. (a) Describe different types of animation techniques used in modern media.
- Or
- (b) Explain the evolution of animation technology over the years.
13. (a) Compare traditional and experimental storytelling methods in animation.
- Or
- (b) Explain how interest curves influence animated storytelling.
14. (a) How does body language contribute to character animation?
- Or
- (b) Explain the importance of anthropomorphic character development.
15. (a) Describe any five principles of animation with examples.
- Or
- (b) Discuss the importance of exaggeration and timing in animation.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the impact of animation pioneers in the industry.

Or

- (b) Discuss the importance of mediums and platforms in animation.

17. (a) Explain in detail the process of motion capture animation.

Or

- (b) Describe on Next-gen animation techniques and their applications.

18. (a) Compare and contrast animation as a storytelling medium with live-action films.

Or

- (b) Discuss the creative use of clichés in animated storytelling.

19. (a) Explain the role of essential poses in defining character actions.

Or

- (b) Write a detailed note on the uncanny valley effect in animation.

20. (a) Analyze a case study of an animated film and explain its use of animation principles.

Or

- (b) Discuss the role of timing and secondary actions in animation.

**C-6124**

**Sub. Code**

**83234**

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

**Third Semester**

**Animation**

**FILM LANGUAGE AND APPRECIATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In semiotics, which term refers to the cultural or emotional associations that a sign evokes?
  - (a) Denotation
  - (b) Connotation
  - (c) Signifier
  - (d) Symbol
  
2. Which of the following is a key characteristic of French Impressionist cinema?
  - (a) Emphasis on fast-paced editing
  - (b) Use of subjective camera techniques
  - (c) Propaganda-style storytelling
  - (d) Over-reliance on sound

3. Which of the following is a characteristic of narrative form in films?
  - (a) Absence of causality
  - (b) Logical sequence of events connected by cause and effect
  - (c) Random juxtaposition of unrelated events
  - (d) Avoidance of character development
  
4. A film that does not follow a traditional narrative structure is categorized as:
  - (a) Narrative form
  - (b) Classical form
  - (c) Episodic form
  - (d) Non-narrative form
  
5. What is the primary purpose of a storyboard in filmmaking?
  - (a) To finalize the screenplay
  - (b) To determine the film's budget
  - (c) To plan the visual sequence of scenes and shots
  - (d) To decide on marketing strategies
  
6. Which of the following is NOT typically considered in the budgeting process?
  - (a) Costume design
  - (b) Catering for cast and crew
  - (c) Social media marketing strategies
  - (d) Equipment rental

7. Which camera angle is used to make a subject appear larger, powerful, or intimidating?
- (a) High angle
  - (b) Eye level
  - (c) Low angle
  - (d) Over-the-shoulder
8. Which camera movement involves rotating the camera from left to right or right to left while remaining stationary?
- (a) Camera pan
  - (b) Camera tilt
  - (c) Tracking shot
  - (d) Crane shot
9. What is a “rough cut” in the editing process?
- (a) The initial arrangement of clips to test visual effects
  - (b) The first edited version of the film with no final touches
  - (c) The final polished version of the film
  - (d) A selection of unedited raw footage
10. Which of the following is NOT a function of film sound?
- (a) Enhancing the emotional impact of a scene
  - (b) Establishing the setting and environment
  - (c) Over riding the visual elements of a scene
  - (d) Directing the audience’s attention

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the unique characteristics of film as a medium and explain how these characteristics influence the way audiences perceive and understand films.

Or

- (b) Explore the role of semiotics in film theory.

12. (a) Discuss the concept of form in films.

Or

- (b) Analyze the role of language, style, grammar, and syntax in dividing a film into parts and genres.

13. (a) Discuss the role of planning in the filmmaking process.

Or

- (b) Analyze the steps involved in story development during pre-production.

14. (a) Analyze the impact of different camera angles on the emotional tone and narrative of a film.

Or

- (b) Discuss how various camera movements contribute to the visual storytelling of a scene.

15. (a) Explain the role of rough editing in the post-production process.

Or

- (b) Explore the role of sound in filmmaking.

**Part C**

(5 × 8 = 40)

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

16. (a) Examine the concept of film language. How do elements like editing, mise-en scene, and sound function as tools of communication in cinema?

Or

- (b) Explore the intersection of film and cultural identity through the lens of hermeneutics, reception aesthetics, and film interpretation. How does cinema reflect and shape cultural narratives?

17. (a) Explore the concepts of narrative unity and ambiguity in film storytelling. How does ambiguity challenge classical narrative approaches and enhance viewer interpretation?

Or

- (b) Analyze the relationship between mise-en-scène and realism in films. How does the arrangement of visual elements contribute to the creation of a believable cinematic world?

18. (a) Explain the importance of storyboarding in pre-production. How does it help visualize scenes and communicate the director's vision to the production team?

Or

- (b) Examine the differences between a script and a screenplay. Discuss the importance of screenplay writing in shaping the narrative and visual elements of a film.
19. (a) Examine the significance of shot types in defining the spatial relationships and emotional intensity of a scene.

Or

- (b) Explain the 180-degree rule in cinematography. How does adhering to or breaking this rule affect the audience's spatial orientation and engagement?
20. (a) Analyze the concept of continuity editing and its importance in maintaining spatial and temporal coherence in a film. Provide examples to illustrate its effectiveness.

Or

- (b) Discuss the process of dubbing in filmmaking. What are its advantages and challenges, and how does it impact the final product?
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**C-6127**

**Sub. Code**

**83236**

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

**Third Semester**

**Animation**

**ADVANCED ART FOR ANIMATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which animation principle refers to the speed and duration of a movement?  
(a) Timing                      (b) Spacing  
(c) Anticipation                (d) Weight
2. The relationship between the starting and ending positions of an object is best described by:  
(a) Timing                      (b) Spacing  
(c) Anticipation                (d) Follow-through
3. Which anatomical feature is particularly important when animating a character's facial expressions?  
(a) The joints  
(b) The eyes and mouth muscles  
(c) The rib cage  
(d) The knees

4. When animating a character's arm movement, which bone structure should animators focus on for a more realistic portrayal of motion?
- (a) The femur                      (b) The radius and ulna  
(c) The clavicle                      (d) The pelvis
5. Which type of gesture would best express a character feeling deep contemplation or thinking?
- (a) A quick, nervous movement of the hands  
(b) A slow, deliberate touch to the chin or forehead with a focused expression  
(c) A wide, open stance with hands raised  
(d) A rapid shaking of the head and shoulders
6. In acting for animation, what role do hands and arms play in expressing emotions?
- (a) They are primarily used to balance the character's movement  
(b) They should remain still to prevent distracting from the face  
(c) They are crucial for emphasizing the character's mood and gestures  
(d) They only convey action, not emotion
7. What is the primary goal of character design in animation?
- (a) create characters that are easy to animate  
(b) To make characters that are visually appealing and fit within the narrative and style of the animation  
(c) To focus only on the character's clothing  
(d) To create characters with complex movements

8. When designing a character, which of the following is most important to consider in relation to the character's role in the story?
- (a) The amount of detail in the background
  - (b) The character's symmetry
  - (c) The character's personality traits and how they are reflected in their design
  - (d) The type of animation software used
9. What is the role of content in visual storytelling?
- (a) To ensure all elements in the scene blend together
  - (b) To emphasize key elements and help guide the viewer's focus
  - (c) To make all characters appear identical
  - (d) To avoid making any part of the scene stand out
10. When creating a storyboard for an animated film, why is it important to consider camera angles and shot composition?
- (a) To make the animation visually interesting and help guide the viewer's attention
  - (b) To keep the character designs consistent throughout the animation
  - (c) To distract from the plot and characters
  - (d) To fill the screen with more action

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss how timing influences the perception of an animation's speed and emotion.

Or

- (b) Discuss the importance of anticipation in both character animation and object animation.

12. (a) Explain the significance of studying human anatomy in animation.

Or

(b) Discuss the role of the spine in animating human and animal characters.

13. (a) Discuss the role of gesture drawing in animation.

Or

(b) How do body language and facial expressions work together to express a character's emotions in animation?

14. (a) Discuss the importance of character design in animation.

Or

(b) Explain how the design elements can communicate a character's role, traits, and emotions in the story.

15. (a) Discuss the importance of storyboarding in the animation process.

Or

(b) How can visual elements such as color, lighting, and composition be used to enhance the emotional impact of a scene in animation?

**Part C**

(5 × 8 = 40)

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

16. (a) How does the principle of weight affect the way an object or character moves? Analyze the concept of weight in animation and explain how it helps in conveying realism and believability.

Or

(b) Timing and spacing are often used in combination to create the illusion of natural movement. Explain how animators balance these two principles to create fluid, dynamic motion, referencing specific examples.

17. (a) In character design, how does an understanding of joint structures influence the way an animator portrays realistic movement? Use specific examples of how improper joint understanding can affect animation.

Or

- (b) Discuss the importance of understanding different animal body types in creating dynamic and believable motion.
18. (a) Analyze the relationship between gesture exaggeration and emotional clarity in animation.

Or

- (b) Explain how different types of gestures, such as subtle, fast, or exaggerated movements, can be used to convey different emotional states.
19. (a) Discuss the relationship between character design and animation. How does the design of a character influence the way they move and interact with their environment?

Or

- (b) How can character design evolve throughout a film or series? Discuss how changes in a character's appearance, posture, or expressions can reflect their development or transformation throughout the narrative.

20. (a) Explain the process of conveying complex emotions and themes in animation through visual storytelling.

Or

(b) Discuss how animators can use symbolism and motifs in visual storytelling to deepen the narrative.

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**C-6128**

**Sub. Code**

**83243**

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

**Fourth Semester**

**Animation**

**ADVANCED ANIMATION TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ a key consideration When rigging mechanical objects like vehicles and robots.
  - (a) Creating rigid, precise controls for mechanical parts
  - (b) Using bones and joints that mimic organic movement
  - (c) Avoiding any hierarchical structures
  - (d) Ensuring smooth skinning and deformation
  
2. \_\_\_\_\_ is an example of a deformer in rigging.
  - (a) IK Handle
  - (b) Parent Constraint
  - (c) Group Node
  - (d) Blend Shape

3. \_\_\_\_\_ the purpose of using the IK handle tool in character rigging.
- (a) To create textures for the character
  - (b) To set up inverse kinematics for easier animation of joints like arms and legs
  - (c) To adjust lighting in the scene
  - (d) To rename the joints
4. \_\_\_\_\_ method is used to ensure joints are properly mirrored in a symmetrical character rig.
- (a) Joint Orientation
  - (b) IKFK Setup
  - (c) Mirror Joints
  - (d) Painting Skin Weights
5. The principle of 'squash and stretch' help to convey in an animation is \_\_\_\_\_.
- (a) The speed of an object
  - (b) The color and texture of an object
  - (c) The background environment
  - (d) The weight and flexibility of an object
6. The 'bouncing ball' exercise commonly used in animation studies for \_\_\_\_\_.
- (a) To teach how to apply textures
  - (b) To practice fundamental animation principles like timing and squash
  - (c) To create detailed character models
  - (d) To adjust the lighting in a scene

7. The important to understand the character rig before starting animation is \_\_\_\_\_.
- (a) To know the limitations and capabilities of the rig for better animation control
  - (b) To create textures for the character
  - (c) To adjust the lighting in the scene
  - (d) To rename the joints
8. \_\_\_\_\_ a key strategy for handling complex scenes in character animation.
- (a) Using fewer characters
  - (b) Breaking down the scene into smaller, manageable parts
  - (c) Adding more details to the background
  - (d) Simplifying the character designs
9. \_\_\_\_\_ role does storytelling through fluid motion play in animation.
- (a) It provides a sense of movement and progression that enhances the narrative
  - (b) It helps to create static scenes
  - (c) It reduces the number of frames needed for animation
  - (d) It focuses on character design
10. How can nuanced movements help in conveying emotions effectively in animation
- (a) By making characters move quickly
  - (b) By focusing on the background environment
  - (c) By adding subtle gestures and expressions that reflect the character's feelings
  - (d) By exaggerating all actions

**Part B**

(5 × 5 = 25)

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

11. (a) Outline the role of “grouping” in rigging.

Or

- (b) Outline the importance of “Set Driven Key Constraints” in rigging.

12. (a) Outline the “Joint Parenting” in character rigging.

Or

- (b) Describe the role of “Global Control” in character rigging.

13. (a) Outline the role of the graph editor in 3D animation.

Or

- (b) Summarize the concept of “staging” in animation.

14. (a) Outline the concept of “weight shifting” in character animation.

Or

- (b) Explain the key considerations when animating characters for games compared to animations.

15. (a) Summarize the importance of fluid motion in storytelling through animation.

Or

- (b) Explain the role of fluid motion in storytelling through animation.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the fundamental principles of rigging in animation.

Or

- (b) Explain the concept of “defamers” in rigging and their significance in creating realistic character movements.

17. (a) Describe the key considerations in “Joint Setup” for character rigging.

Or

- (b) Explain the concept and application of “IK/FK Blending” in character rigging.

18. (a) Discuss the Animation UI tools and options available in Maya.

Or

- (b) Describe the principles of “follow through and overlapping action” in animation.

19. (a) Explain the role of posing and gestures in character animation.

Or

- (b) Examine the importance of facial expressions in character animation.

20. (a) Explain how animators can convey emotions through nuanced movements in animated characters.

Or

- (b) Examine the impact of timing and pacing on conveying emotions and storytelling in animation.
-

**C-6129**

**Sub. Code**

**83244**

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

**Fourth Semester**

**Animation**

**3D MODELING AND TEXTURING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The primary purpose of predictive modelling in Maya is \_\_\_\_\_
  - (a) To create realistic textures
  - (b) To render the final animation
  - (c) To adjust the lighting in the scene
  - (d) To anticipate the final model and plan the modelling process accordingly
  
2. The benefit of viewport optimization in Maya is \_\_\_\_\_
  - (a) It improves the rendering quality of the final output
  - (b) It enhances the lighting effects in the scene
  - (c) It speeds up the workflow by ensuring smoother interaction
  - (d) It adds more details to the textures

3. The methods to create multiple outputs with the same mesh in Maya is \_\_\_\_\_
- (a) By using different lighting setups
  - (b) By duplicating the mesh and modifying each copy
  - (c) By rendering the mesh from different angles
  - (d) By applying different textures and materials to the same base mesh
4. \_\_\_\_\_ body mechanics important in character modelling
- (a) To ensure the model deforms naturally and realistically during animation
  - (b) To simplify the texturing process
  - (c) To reduce the number of polygons
  - (d) To make the model look more realistic in static poses
5. The relationship between light and color in a scene is \_\_\_\_\_
- (a) Color can exist without light
  - (b) Light has no effect on the perception of color
  - (c) Light influences how colors are perceived
  - (d) Colors appear the same under all lighting conditions
6. How do surface types affect their response to light?
- (a) All surfaces reflect light in the same way
  - (b) Matte surfaces do not reflect any light
  - (c) Shiny surfaces absorb light more than matte surfaces
  - (d) Shiny surfaces reflect light directly, while matte surfaces scatter light in multiple directions

7. A diffuse map is \_\_\_\_\_
- (a) A map that defines the surface's bumpiness
  - (b) A map that controls the specular highlights on a surface
  - (c) A map that provides the base color and texture details of a surface
  - (d) A map that controls the transparency of a surface
8. In the texture pipeline, what is the role of shader development in Hyper Shade.
- (a) To create models
  - (b) To set up and fine-tune how textures interact with light
  - (c) To animate the model
  - (d) To adjust the camera settings
9. The purpose of setting up render layers and passes in Maya is \_\_\_\_\_
- (a) To separate different elements of a scene for more control during compositing
  - (b) To reduce the polygon, count of models
  - (c) To animate the scene
  - (d) To apply textures more efficiently
10. How is compositing in Photoshop used in the context of 3D rendering
- (a) To create 3D models
  - (b) To animate characters
  - (c) To combine different render layers
  - (d) To adjust camera angles

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the key differences between modeling objects for animation and for games in Maya.

Or

- (b) Name the automated tool in Maya that helps achieve faster modeling results and briefly describe its function.

12. (a) Outline the primary steps involved in environment modeling in Maya.

Or

- (b) Briefly outline the workflow for applying textures to a model in Maya.

13. (a) Summarize the characteristics of natural light in a 3D scene.

Or

- (b) Outline the important to understand the concepts of light and color through real-life observation.

14. (a) Outline the what is UV layout optimization, and why is it important in texture mapping.

Or

- (b) List and briefly describe the essential maps (Diffuse map, Bump map, Specular map) used in texturing.

15. (a) Explain the concept of 3-point lighting in digital rendering.

Or

- (b) Explain the role of compositing in the post-production workflow of a rendered image.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the importance of maintaining a uniform span flow in Maya modeling.

Or

- (b) Discuss the deformer are in Maya and their role in the modeling process.

17. (a) Describe a method for effectively organizing model sheets.

Or

- (b) Explain the tools or techniques are used to ensure textures align correctly with the model's geometry.

18. (a) Describe the different types of artificial lights available in Maya.

Or

- (b) Explain the importance of understanding light and color concepts through real-life observation.

19. (a) Discuss the process of creating handmade texture effects in Maya and their advantages.

Or

- (b) Describe the purpose and creation process of different maps and explain how they interact to enhance the realism and detail of a 3D model.

20. (a) Compare and contrast the approaches to lighting and rendering for interior and exterior scenes in maya.

Or

- (b) Explain the purpose of render layers and passes in Maya.
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**C-6130**

**Sub. Code**

**83246**

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

**Fourth Semester**

**Animation**

**MEDIA PRODUCTION TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is the purpose of using a three-point lighting setup in video production.
  - (a) To create a dramatic effect
  - (b) To ensure the subject is well-lit and has dimension and depth
  - (c) To highlight the background
  - (d) To reduce the need for additional lighting equipment
  
2. \_\_\_\_\_ type of microphone is best suited for recording dialogue in video production.
  - (a) Omnidirectional microphone
  - (b) Lavalier microphone
  - (c) Dynamic microphone
  - (d) Shotgun microphone

3. \_\_\_\_\_ aspect of a digital audio workstation (DAW) is most useful for adjusting the timing and pitch of a recording.
- (a) Equalizer
  - (b) Reverb
  - (c) Compressor
  - (d) Time-stretching and pitch-shifting tools
4. The purpose of music integration important in audio production is \_\_\_\_\_.
- (a) To create an emotional atmosphere and support the overall mood
  - (b) To shorten the overall length of the audio
  - (c) To fill empty spaces in the audio
  - (d) To make the audio louder
5. \_\_\_\_\_ are the three-act structure commonly used in scriptwriting.
- (a) Introduction, Complication, Resolution
  - (b) Start, Middle, End
  - (c) Beginning, Conflict, Climax
  - (d) Setup, Confrontation, Resolution
6. A scriptwriter focusses on to create compelling dialogue for \_\_\_\_\_.
- (a) Making the dialogue sound natural
  - (b) Using complex vocabulary
  - (c) Including as many words as possible
  - (d) Avoiding any pauses or breaks

7. The primary use of Adobe Illustrator in graphic design is \_\_\_\_\_.
- (a) Photo editing
  - (b) Video editing
  - (c) Creating vector-based graphics
  - (d) 3D modeling
8. \_\_\_\_\_ designing graphics for print materials, which color mode should be used to ensure accurate color reproduction.
- (a) RGB (Red, Green, Blue)
  - (b) CMYK (Cyan, Magenta, Yellow, Key/Black)
  - (c) HSB (Hue, Saturation, Brightness)
  - (d) Grayscale
9. \_\_\_\_\_ metric is crucial for understanding how engaged your audience is with your content.
- (a) Page load time
  - (b) Bounce rate
  - (c) Engagement rate
  - (d) Number of website pages
10. The purpose of using keywords in digital marketing content is \_\_\_\_\_.
- (a) To make the content harder to read
  - (b) To help search engines understand and rank the content appropriately
  - (c) To reduce the content length
  - (d) To ensure the content is only visible to a specific audience

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the importance of lighting in video production.

Or

- (b) Describe three types of camera movements commonly used in video production.

12. (a) Explain the process of recording voiceovers in audio production.

Or

- (b) Define a digital audio workstation (DAW) and its role in audio post-production.

13. (a) Discuss the importance of character development in scriptwriting.

Or

- (b) Summarize the three common narrative structures used in scriptwriting.

14. (a) Outline three key features of Adobe Photoshop that are essential for graphic design.

Or

- (b) Explain the important considerations when choosing and using fonts in a design project.

15. (a) Explain the concept of SEO and its importance in digital marketing.

Or

- (b) Discuss the effective methods for promoting media content online.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the fundamental principles of operating a camera in video production.

Or

- (b) Describe at least five common framing techniques used to create visually appealing shots.

17. (a) Describe the categories of sound effects and their specific applications in enhancing storytelling audio experiences.

Or

- (b) Discuss advanced audio editing techniques used in post-production.

18. (a) Explain the purpose and process of creating storyboards in visual media production.

Or

- (b) Describe the challenges and considerations involved in adapting a script for various media formats.

19. (a) Explain the basic steps involved in creating a simple animation using graphic design software.

Or

- (b) Discuss the importance of font selection, hierarchy, readability, and alignment in typography.

20. (a) Analyze the importance of audience engagement in digital marketing.

Or

- (b) Explain the significance of email marketing in a digital marketing strategy.

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**C-6134**

**Sub. Code**

**83251**

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

**Fifth Semester**

**Animation**

**BUSINESS OF MEDIA**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following is a key characteristic of businesses in the private sector?
  - (a) They are owned and operated by the government
  - (b) They are controlled by the public through voting
  - (c) They are non- profit organizations
  - (d) They aim to generate profit for private individuals or shareholders
  
2. Which of the following is an example of a cooperative business model?
  - (a) A chain of fast- food restaurants
  - (b) A software company owned by shareholders
  - (c) A grocery store owned and operated by a group of farmers
  - (d) A government run postal service

3. Which organizational structure is best suited for multinational corporations?
- (a) Functional structure
  - (b) Organization by process
  - (c) Organization by area
  - (d) Customer-based structure
4. What is a key disadvantages of product/activity-based corporations?
- (a) Limited focus on a specific product
  - (b) High costs due to duplication of functions across product lines
  - (c) Reduced flexibility in local markets
  - (d) Poor leadership within the organization
5. Which group of stakeholders is responsible for overseeing and making decisions about business strategy?
- (a) Employees                      (b) Suppliers
  - (c) Managers                      (d) Customers
6. Which of the following is an example of an internal stakeholders?
- (a) Customers                      (b) Suppliers
  - (c) Local community              (d) Employees

7. What is the primary objective of a business?
- (a) To create marketing campaigns
  - (b) To maximize customer complaints
  - (c) To generate profit and ensure sustainability
  - (d) To reduce product quality
8. Which of the following is NOT part of a marketing strategy?
- (a) Identifying target customers
  - (b) Analyzing competitors
  - (c) Setting production quotas
  - (d) Developing pricing strategies
9. Which of the following is a characteristic of entrepreneurship?
- (a) A focus on avoiding risks
  - (b) The ability to identify and exploit business opportunities
  - (c) Dependence on government funding
  - (d) Lack innovation and creativity
10. What is the primary function of communication channels in a business?
- (a) To track financial expenses
  - (b) To produce goods and services
  - (c) To hire new employees
  - (d) To facilitate the flow of information within and outside the organization

**Part B**

(5 × 5 = 25)

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

11. (a) Compare and contrast the private sector and public sector in terms of their ownership.

Or

- (b) Discuss the advantages and disadvantages of a cooperative business model.

12. (a) Compare and contrast different ways to structure a business.

Or

- (b) Discuss how organizing by product or activity can help businesses manage diverse product lines effectively.

13. (a) Differentiate between internal and external stakeholders.

Or

- (b) Discuss the pressures that stakeholders can exert on businesses.

14. (a) Define business objectives and explain their role in guiding business strategy.

Or

- (b) Discuss the importance of marketing in achieving business objectives.

15. (a) Evaluate the social responsibilities of entrepreneurs.

Or

- (b) Discuss the challenges faced by entrepreneurs in the modern business environment.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the concept of a franchise business. What are the key benefits and challenges for both franchisers and franchisees?

Or

- (b) Analyze the role of not-for-profit businesses in the economy.

17. (a) Explain the concept of organizational structure and discuss its importance in achieving business goals.

Or

- (b) Describe the benefits and drawbacks of organizing a business by customer.

18. (a) Explain the concept of stakeholders and discuss the different types of stakeholders in a business, providing examples for each type.

Or

- (b) Analyze the role of owners and shareholders as stakeholders.

19. (a) Explain the concept of the marketing mix (4 Ps). Discuss how businesses can use the marketing mix to target specific customer segments and achieve competitive advantage.

Or

- (b) Analyze the role of human resources in achieving organizational goals.
20. (a) Explain the importance of feedback in business communication.

Or

- (b) Discuss how an entrepreneur can build and maintain effective communication within a team.
-

**C-6135**

**Sub. Code**

**83252**

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

**Fifth Semester**

**Animation**

**PORTFOLIO AND PRESENTATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of these is a “don’t” in portfolio development?
  - (a) Including accurate and up-to-date contact information
  - (b) Using unprofessional or unrelated content in the portfolio
  - (c) Ensuring all elements are proofread and error-free
  - (d) Customizing the portfolio for specific roles or industries
  
2. What type of portfolio focuses on showcasing specific projects, skills, or works tailored for a single job application?
  - (a) Process portfolio
  - (b) Online portfolio
  - (c) Targeted portfolio
  - (d) Academic portfolio

3. What is the first stage in producing a digital portfolio?
  - (a) Editing and revising content
  - (b) Choosing the platform or medium for presentation
  - (c) Deciding on the layout and design
  - (d) Collecting and organizing work samples
  
4. What is a major “Don’t” in a digital portfolio?
  - (a) Keeping the portfolio simple and well-organized
  - (b) Including work that is outdated or irrelevant to the target audience
  - (c) Using a responsive and mobile-friendly design
  - (d) Highlighting your best and most recent work
  
5. When preparing for a professional presentation in theatre/TV/film, what is the most important aspect to focus on?
  - (a) The duration of the presentation
  - (b) The clarity and professionalism of the content
  - (c) The number of projects included
  - (d) Using a lot of visual effects
  
6. What format is typically used to present a film/TV theatre portfolio?
  - (a) Printed booklets
  - (b) Audio recordings
  - (c) A combination of print and digital media only
  - (d) Digital format, such as a PDF or online portfolio

7. Which of the following is a key consideration in designing a business card?
- (a) The use of excessive text to include all information
  - (b) Using as many colors as possible for maximum attention
  - (c) Avoiding contact information to maintain privacy
  - (d) Keeping the design clean, clear, and reflective of the company's brand identity
8. What is the role of a website in a business's marketing strategy?
- (a) To act as a static brochure with no updates
  - (b) To serve as a backup for printed marketing materials
  - (c) To provide an interactive platform for information, services, and customer engagement
  - (d) To display irrelevant content unrelated to the business's services
9. When designing a portfolio, which of the following factors is most important?
- (a) Using complex animations and effects
  - (b) Making the portfolio as large and lengthy as possible
  - (c) Focusing only on textual content and avoiding visuals
  - (d) Ensuring the design is clear, organized, and aligned with your personal or professional brand

10. What should be included in the budget and deadline planning for a portfolio?
- (a) A rough estimate of costs and sufficient time to refine the portfolio
  - (b) A detailed inventory of all personal materials not used in the portfolio
  - (c) A schedule for updating the portfolio annually
  - (d) Detailed plans to include irrelevant content

**Part B**

(5 × 5 = 25)

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

11. (a) Define a portfolio and explain its significance in professional and academic contexts.

Or

- (b) Discuss the essential elements of a professional portfolio.

12. (a) Explore the different stages involved in the digital media production process when creating a digital portfolio.

Or

- (b) Identify the common mistakes and “Don’ts” in digital portfolio development.

13. (a) Analyze the role of presentation techniques in effectively showcasing an individual’s theatre/TV/film portfolio.

Or

- (b) What are the key elements to consider when choosing the format for a professional portfolio presentation in theatre/TV/film?

14. (a) Explain the key factors to consider when designing a business card.

Or

- (b) Explain the concept of social networking in marketing.

15. (a) Discuss the importance of understanding your audience when developing a portfolio.

Or

- (b) Explain how the tone of a portfolio influences its reception.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the techniques involved in portfolio development.

Or

- (b) Explore the role of digital portfolios in today's job market.

17. (a) Explore the different stages involved in the digital media production process when creating a digital portfolio.

Or

- (b) Evaluate the role of interactivity and multimedia elements in enhancing a digital portfolio.

18. (a) Evaluate the role of professional headshots in a theatre/TV/film portfolio.

Or

- (b) Reflect on the role of storytelling in the presentation of a theatre/TV/film portfolio.

19. (a) Discuss how businesses can leverage social media platforms to enhance their marketing efforts.

Or

- (b) What is market analysis? Discuss the factors that should be analysed when selecting marketing platforms for a specific target audience.
20. (a) Evaluate the different methods for publishing a portfolio.

Or

- (b) Discuss the importance of periodic review and refinement of a portfolio to keep it current and effective.
-

**C-6141**

**Sub. Code**

**83251/82851/  
83051/83351/  
82951**

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

**Fifth Semester**

**BUSINESS OF MEDIA**

**(Common for B.Sc. (Animation/Game Art & Design/  
Graphic Design/Photography/Visual Effects))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Franchise.
2. What is a business organization?
3. What is the process of directing?
4. Define Decentralization.
5. What is called Banking?
6. Explain Expansion of Business.
7. What is the main purpose of accounting and finance in a business?
8. Define Operations Management.
9. What are the advantages of video conferencing?
10. Explain the mailing etiquette.

**Part B**

(5 × 5 = 25)

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

11. (a) What is a not for profit cooperative?

Or

(b) Explain the characteristics of business organisation.

12. (a) Write about Divisional Structure.

Or

(b) What is a product organisational structure?

13. (a) What is the importance of a supplier in the product lifecycle?

Or

(b) How does RBI control foreign exchange in India?

14. (a) What are the three main goals of macroeconomics?

Or

(b) Explain Monopolistic competition.

15. (a) What is the difference between Grey and Black market?

Or

(b) Why Start-ups should hire people with similar passion?

**Part C**

(3 × 10 = 30)

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

16. (a) Create a Comparison Chart for Public Vs. Private sectors with the key differences.

Or

(b) Write an essay on the New Generation Cooperative.

17. (a) What are the advantages and disadvantages of Functional Organizational Structure? Explain.

Or

- (b) Explain the role of Government in Private Business and the prescribed regulatory measures.
18. (a) Explain the following external factors that affect business (i) social factors (ii) legal factors (iii) economic factors (iv) political factors and (v) technological factors

Or

- (b) Create a flow of communication for a start-up and justify that hierarchy model.
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**C-6142**

**Sub. Code**

**83252/82852/  
83052/83352/  
82952**

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

**Fifth Semester**

**PORTFOLIO AND PRESENTATION**

**(Common for B.Sc. (Animation/Game Art & Design/  
Graphic Design/Photography/Visual Effects))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Explain Digital Portfolio.
2. Define Showcase Portfolios.
3. What is the content of Portfolio?
4. What are the common components of all Portfolios?
5. Define Hybrid Presentation.
6. Explain Lessig Style Presentation.
7. What is the purpose of a blog?
8. What is E-business card?
9. Explain Active Portfolio Management.
10. Define Portfolio Logo.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain Working Portfolio.

Or

(b) What is Portfolio planning model?

12. (a) How to introduce yourself in a digital portfolio?

Or

(b) Why digital portfolios should have photographs?

13. (a) What is called as Keynote?

Or

(b) Explain the parameters for choosing presentation format?

14. (a) Explain User Experience Design.

Or

(b) What are the differences between blogging and micro blogging?

15. (a) What is the role of Portfolio hosting sites?

Or

(b) Write a note on video portfolio?

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the execution of the planned portfolio and feedback management.

Or

(b) List out the dos and don'ts while building a Portfolio design. Explain why?

17. (a) Why navigation is more important than content in digital portfolio? Explain.

Or

(b) PowerPoint is not the synonym of Presentation – Justify.

18. (a) How to use social media for Market Research? Explain from celebrities' perspective.

Or

(b) What are the elements of Portfolio management? Explain.

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