

**C-7725**

**Sub. Code**

**83613**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**First Semester**

**Visual Media**

**FUNDAMENTAL OF ART AND DESIGN**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The term for the lightness or darkness of a color in design is \_\_\_\_\_.  
(a) Hue (b) Saturation  
(c) Value (d) Contrast
2. \_\_\_\_\_ is used to create a feeling of elegance, rhythm, and softness in a design.  
(a) Straight Line (b) Curved Line  
(c) Zigzag Line (d) Vertical Line
3. The color mode best suited for printing purposes is \_\_\_\_\_.  
(a) RGB (b) HSB  
(c) CMYK (d) LAB
4. The main characteristic of Monospace type styles is \_\_\_\_\_.  
(a) Letters are evenly spaced and have equal width  
(b) Letters have different widths  
(c) Letters have decorative flourishes  
(d) Letters are connected like handwriting

5. \_\_\_\_\_ is commonly used in newspapers and magazines.
- (a) Grid Layout      (b) Freeform Layout  
(c) Modular Layout    (d) Hierarchical Layout
6. The element most important in balancing a page layout is \_\_\_\_\_.
- (a) Using only one font  
(b) Arranging text, images, and spacing effectively  
(c) Filling the entire page with content  
(d) Avoiding margins and padding
7. \_\_\_\_\_ is commonly used to represent tall buildings viewed from a low or high angle.
- (a) One-point perspective  
(b) Two-point perspective  
(c) Three-point perspective  
(d) Aerial perspective
8. The position of the observer's eye in a perspective drawing is \_\_\_\_\_.
- (a) Vanishing Point    (b) Horizon Level  
(c) Station Point      (d) Convergence Point
9. The average number of heads tall an adult human figure in standard proportion is \_\_\_\_\_.
- (a) 7.5 heads            (b) 6 heads  
(c) 5 heads              (d) 10 heads
10. The drawing technique \_\_\_\_\_ focuses on capturing the outline of a subject without shading or interior details.
- (a) Foreshortening    (b) Overlapping  
(c) Contour Drawing    (d) Gesture Drawing

**Part B**

(5 × 5 = 25)

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

11. (a) Brief on balance, its types and characteristics.  
Or  
(b) Analyse the importance of creativity in design.
12. (a) Discuss the role of typeface design in page layout.  
Or  
(b) Differentiate between Triadic and Tetradic colour scheme.
13. (a) Mention the key elements of page makeup in design.  
Or  
(b) “Design of a cover page impact reader engagement”- Discuss.
14. (a) Differentiate between Linear perspective and Aerial perspective.  
Or  
(b) Define vanishing point and its role in perspective drawing.
15. (a) How can body parts be simplified into 2D shapes? Illustrate with examples.  
Or  
(b) Analyse how contour drawing enhance figure studies.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the different principles of design and their significance in detail.  
Or  
(b) Write a detailed note on characteristics of good design and its characteristics.

17. (a) Describe in detail the essentials of typography, including font classifications.

Or

- (b) Describe the colour wheel and its components in detail.

18. (a) Compare the layout and design elements of The Week and Frontline.

Or

- (b) “The page layout affects the overall presentation of magazines”- Analyse.

19. (a) Discuss the different types of perspective views in design.

Or

- (b) Explain the step by step process of constructing a two point perspective drawing. Support your scene with an example scene.

20. (a) Explain the essential characteristics of human figure drawing in detail.

Or

- (b) Construct a front and side view of a male human figure using cylindrical forms.
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**C-7726**

**Sub. Code**

**83615**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**  
**First Semester**  
**Visual Media**  
**INTRODUCTION TO VISUAL COMMUNICATION**  
**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ can be a barrier to effective group communication.
  - (a) Active listening
  - (b) Group think
  - (c) Constructive feedback
  - (d) Open-ended discussions
  
2. \_\_\_\_\_ is a visual communication platform is characterized by real-time interaction and engagement.
  - (a) Television
  - (b) Mobile devices
  - (c) Digital installations
  - (d) Social media
  
3. Lasswell's communication model is best suited for \_\_\_\_\_.
  - (a) Interpersonal communication
  - (b) Mass communication
  - (c) Small group communication
  - (d) Organizational communication

4. The study of how communication affects behavior belongs to which level is \_\_\_\_\_.
- (a) Technical                      (b) Semantic  
(c) Pragmatic                      (d) Structural
5. The primary influence of color psychology in visual communication is \_\_\_\_\_.
- (a) Contrast                      (b) Emotion  
(c) Resolution                      (d) Brightness
6. The principles of visual organization focus on \_\_\_\_\_.
- (a) Symmetry                      (b) Randomness  
(c) Pixels                      (d) Contrast
7. Stereotyping in media leads to \_\_\_\_\_.
- (a) Bias                      (b) Clarity  
(c) Freedom                      (d) Symmetry
8. Intercultural competence is necessary for \_\_\_\_\_.
- (a) Communication                      (b) Broadcasting  
(c) Production                      (d) Transmission
9. Digital media enhances \_\_\_\_\_.
- (a) Interference                      (b) Distortion  
(c) Interactivity                      (d) Delay
10. Media literacy improves
- (a) Awareness                      (b) Clarity  
(c) Distance                      (d) Noise

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the process of Communication.

Or

- (b) Brief on the physical barriers of communication.

12. (a) Mention the advantages and disadvantages of White's Gatekeeper theory.

Or

- (b) Write a short note on the different levels of communication.

13. (a) Differentiate between paradigmatic and syntagmatic aspects of sign.

Or

- (b) Write about visual illusions and their influence on perception in design.

14. (a) Discuss about any two major barriers to effective cross-cultural communication and suggest ways to overcome them.

Or

- (b) Brief on the different types of Symbols with examples.

15. (a) Analyze the ethical concerns associated with propaganda.

Or

- (b) Explain the role of mass media in shaping public opinion.

**Part C**

(5 × 8 = 40)

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

16. (a) Elaborate on the different types of Non Verbal Communication with examples.

Or

- (b) Explain the significance of visual communication in conveying information effectively.

17. (a) Discuss its components and analyze the strengths and limitations of SMCR model in the context of modern communication.

Or

- (b) Distinguish between the transactional and interactive models of communication and explain their key concepts with relevant examples.

18. (a) Explain Gestalt Theory and its principles in visual perception.

Or

- (b) Explain the concept of visual thinking and its importance in problem-solving and creativity.

19. (a) Discuss the impact of global media & multicultural content on developing countries.

Or

- (b) Explain Ferdinand de Saussure's dyadic model of the sign and Charles Peirce's triadic model of the sign. Compare their differences with relevant examples.

20. (a) Distinguish between publicity, propaganda, and public relations in terms of their purpose, strategies, and ethical implications.

Or

- (b) Critically evaluate the agenda-setting theory in the context of mass media influence.

**C-7727**

**Sub. Code**

**83623**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Second Semester**

**Visual Media**

**TELEVISION PRODUCTION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. “The basic element of TV production is \_\_\_\_\_.  
(a) Visualization      (b) Segregation  
(c) Production      (d) Broadcasting
2. NTSC stands for \_\_\_\_\_.  
(a) National Television Satellite Communication  
(b) National Telecommunication System Code  
(c) Nationwide Transmission Signal Channel  
(d) National Television Standards Committee
3. A screenplay differs from a script in that it \_\_\_\_\_.  
(a) Includes technical cues for production  
(b) Contains storyboard and dialogue  
(c) Excludes scene descriptions  
(d) Focuses on blocking

4. The casting process in script planning involves \_\_\_\_\_.
- (a) Selection of crew members
  - (b) Selection of actors for roles
  - (c) Selection of set design
  - (d) Selecting of sound effects
5. The camera lens best suited for long-distance shots is \_\_\_\_\_.
- (a) Wide-angle lens
  - (b) Prime lens
  - (c) Fish-eye lens
  - (d) Telephoto lens
6. \_\_\_\_\_ is often used for interviews.
- (a) Three-point lighting
  - (b) Flood lighting
  - (c) Candle lighting
  - (d) Spot lighting
7. Capsules in TV production refer to \_\_\_\_\_.
- (a) Small mics
  - (b) Baby Light
  - (c) Short, self-contained programmes
  - (d) Camera batteries
8. "In television and film production the term blocking refers to \_\_\_\_\_.
- (a) Editing out unwanted dialogue from a scene
  - (b) Preventing light from spilling onto the set
  - (c) Planning the precise movement of actors and cameras within a scene
  - (d) Cutting between multiple shots in the final edit
9. Automated Dialogue Replacement is mainly used when \_\_\_\_\_.
- (a) Actors forget their lines during rehearsal
  - (b) Original on-set dialogue recording is unclear
  - (c) A director wants to shorten the script
  - (d) A live broadcast is interrupted

10. Rotoscoping in visual effects is used to \_\_\_\_\_.
- (a) Cut out or isolate elements from a frame for compositing
  - (b) Add artificial lighting to a scene
  - (c) Synchronize audio with visuals
  - (d) Generate 3D sound effects

**Part B**

(5 × 5 = 25)

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

11. (a) Write a note on the 180 degree rule of composition.

Or

- (b) Differentiate between NTSC and PAL.

12. (a) Write a short note of location scouting.

Or

- (b) Brief on the concept and significance of the technique of chroma keying.

13. (a) Write a short note on Colour Temperature.

Or

- (b) Mention the advantages and disadvantages of indoor shoot.

14. (a) Describe the importance of talkback systems in coordinating a studio team.

Or

- (b) State the use of character generators in television production.

15. (a) Explain the difference between diegetic and non-diegetic sound with examples.

Or

- (b) Define J-cut and L-cut in editing and explain their role in enhancing narrative flow.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the roles and responsibilities of a Television Producer.

Or

- (b) Explain the various principles of visual grammar in detail.

17. (a) Write a detailed note on the different types of television scripts.

Or

- (b) Draw a storyboard for a 5 min fictional video on any subject of your choice indicating the duration of each shot/scene.

18. (a) Explain the different types of camera movements in detail.

Or

- (b) Illustrate and explain three point lighting.

19. (a) Analyse the advantages and disadvantages of multi-camera set up production.

Or

- (b) Elaborate on the various stages of production.

20. (a) Describe the major types of special effects used in television production.

Or

- (b) “Mismatch between sound and image can cause loss of narrative clarity and emotional impact”-Discuss.

**C-7728**

**Sub. Code**

**83625**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Second Semester**

**Visual Media**

**DOCUMENTARY FILM MAKING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. John Grierson defined documentary as \_\_\_\_\_.
  - (a) The creative treatment of actuality
  - (b) The recreation of fiction
  - (c) The study of social issues
  - (d) Moving pictures of real life
  
2. The Thin Blue Line by Errol Morris is famous for \_\_\_\_\_.
  - (a) Using animation
  - (b) Using re-enactments
  - (c) Being a musical documentary
  - (d) Being shot in black and white
  
3. “The \_\_\_\_\_ documentary mode is characterized by fly-on-the-wall style.
  - (a) Expository
  - (b) Observational
  - (c) Performative
  - (d) Participatory

4. The expository mode of documentary often makes use of \_\_\_\_\_.
- (a) Voice-of-God narration
  - (b) Reenactments
  - (c) Hidden camera shots
  - (d) Purely fictional dialogues
5. A documentary designed to persuade public opinion is \_\_\_\_\_.
- (a) Educational
  - (b) Experimental
  - (c) Poetic
  - (d) Propaganda
6. The collection of sounds used in documentary production is called as \_\_\_\_\_.
- (a) Foley
  - (b) Archive
  - (c) Library
  - (d) Effects
7. \_\_\_\_\_ played a major role in the development of Indian documentary films.
- (a) NFDC
  - (b) Doordarshan
  - (c) Films Division
  - (d) CBFC
8. The International Documentary Film Festival Amsterdam is held at \_\_\_\_\_.
- (a) France
  - (b) Germany
  - (c) Belgium
  - (d) Netherlands
9. \_\_\_\_\_ is the oldest international documentary festival in India.
- (a) MIFF
  - (b) KIFF
  - (c) IFFI
  - (d) IDSFFK
10. \_\_\_\_\_ in Canada is also a major platform for documentaries.
- (a) Cannes
  - (b) Berlinale
  - (c) TIFF
  - (d) Venice Film Festival

**Part B**

(5 × 5 = 25)

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

11. (a) Write a short note on Anand Patwardhan's documentaries.

Or

- (b) 'Documentary movements differ from mainstream cinema'- Discuss.

12. (a) Briefly explain the features of participatory mode of documentary.

Or

- (b) Evaluate the significance of interviews in building narrative.

13. (a) Write about the relationship between performativity and authenticity in shaping audience perception of a documentary.

Or

- (b) Explain the significance of editing in constructing documentary reality.

14. (a) Briefly explain the role of social media platforms in promoting independent documentary films.

Or

- (b) Mention the contribution of Indian Films division in Indian documentary promotion.

15. (a) Briefly explain about the regional documentary festivals.

Or

- (b) Explain the role of NGOs in promoting documentary films.

**Part C**

(5 × 8 = 40)

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

16. (a) Examine the contributions of Dziga Vertov to documentary theory and practice.

Or

- (b) Trace the evolution of the documentary medium from early actualities to modern documentary practices.

17. (a) Describe the different modes of documentary with examples.

Or

- (b) Explain the different types of interviews used in documentaries with examples.

18. (a) Analyze the ethical issues involved in documentary filmmaking.

Or

- (b) Discuss the relationship between fiction and nonfiction in documentary writing.

19. (a) Analyze the birth and growth of Indian documentary cinema.

Or

- (b) Assess the impact of digital technology on Indian documentaries.

20. (a) Explain the role of documentary festivals in global recognition.

Or

- (b) Analyze the importance of awards and recognition in the growth of documentary films.

**C-7729**

**Sub. Code**

**83633**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Third Semester**

**Visual Media**

**FILM LANGUAGE AND APPRECIATION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The theorist, \_\_\_\_\_ is most closely associated with the development of psychoanalytic film theory.
  - (a) Roland Barthes
  - (b) Jacques Lacan
  - (c) Christian Metz
  - (d) Gilles Deleuze
  
2. In semiotics, the relationship between the signifier and the signified is considered to be mostly \_\_\_\_\_.
  - (a) Arbitrary
  - (b) Natural
  - (c) Fixed
  - (d) Universal

3. The characteristic of classical narrative form in cinema is
- (a) A fragmented, non-linear storyline
  - (b) An open-ended structure with unresolved conflicts
  - (c) A cause-and-effect chain leading to a clear resolution
  - (d) A focus on abstract visual and audio patterns rather than plot
4. Which principle of film ensures that scenes follow a logical sequence to maintain audience engagement?
- (a) Spatial continuity
  - (b) Cause and effect
  - (c) Mise-en-scène
  - (d) Montage theory
5. Which montage technique involves editing shots to create abstract meanings beyond their literal content?
- (a) Intellectual montage
  - (b) Rhythmic montage
  - (c) Overtonal montage
  - (d) Tonal montage
6. The framing aspect that helps create a visually balanced composition within the shot is \_\_\_\_\_.
- (a) The 180-degree rule
  - (b) Low-key lighting
  - (c) Jump cut
  - (d) Rule of thirds

7. \_\_\_\_\_ is not a type of continuity editing.
- (a) Shot/Reverse Shot
  - (b) Establishing Shot
  - (c) Cutting on Movement
  - (d) Jump Cut
8. The filmmakers establish cinematic space within a scene \_\_\_\_\_.
- (a) By using an establishing shot to define spatial relationships
  - (b) By relying solely on dialogue for context
  - (c) By eliminating visual cues and focusing only on sound
  - (d) By ensuring that all shots are filmed from a single angle
9. The primary role of a foil character in a narrative is \_\_\_\_\_.
- (a) To create obstacles for the protagonist
  - (b) To highlight and contrast the traits of another character
  - (c) To serve as the narrator of the story
  - (d) To remain neutral and uninvolved in the plot
10. Which type of casting involves choosing an actor who closely matches the character's personality and traits?
- (a) Typecasting
  - (b) Against-type casting
  - (c) Stunt casting
  - (d) Ensemble casting

**Part B**

(5 × 5 = 25)

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

11. (a) “Films mirror the society’s culture and values”- Discuss.

Or

- (b) Write a short note on Psychoanalytical Theory.

12. (a) Discuss the importance of cinematographic techniques in shaping a film’s visual style.

Or

- (b) Explain the role of mise-en-scène in visual storytelling.

13. (a) Write short notes on the different types of montages.

Or

- (b) Analyse how mise-en-scène can be used to convey a character’s personality and psychological state.

14. (a) “Causality, time and space are central to narrative” – Analyze.

Or

- (b) Mention the key differences between fiction and nonfiction filmmaking.

15. (a) Explain the importance of story boarding in the pre-production process.

Or

- (b) Brief on the role of color grading in enhancing a film’s visual tone.

**Part C**

(5 × 8 = 40)

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

16. (a) Analyze any recent film of your choice in the semiotic perspective.

Or

- (b) Compare and contrast the key characteristics and stylistic approaches of formalism and neo-formalism in film theory.

17. (a) Analyse the commonality and differences between the various film genres with illustrations.

Or

- (b) Discuss the different types of film forms in detail.

18. (a) Discuss in detail about the elements of Mise-en-scène.

Or

- (b) Explain the role of a cinematographer in shaping the look and feel of a film.

19. (a) Compare and contrast temporal continuity and spatial continuity in filmmaking.

Or

- (b) Analyze the fundamental rules of continuity editing and explain how breaking these rules can affect storytelling.

20. (a) Compare and contrast the different types of characters in a film and analyse how they drive the narrative.

Or

- (b) Analyze the importance of three-act structure in screenwriting and its role in storytelling.
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**C-7730**

**Sub. Code**

**83634**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Third Semester**

**Visual Media**

**EDITING TECHNIQUES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The montage that focuses on evoking emotions through rapid editing is \_\_\_\_\_.
  - (a) Intellectual Montage
  - (b) Thematic Montage
  - (c) Overtonal Montage
  - (d) Associational Montage
  
2. The dope sheet in video production is primarily used for \_\_\_\_\_.
  - (a) Organizing camera movements for complex shots
  - (b) Documenting shot details, including timing and transitions
  - (c) Managing script dialogues during dubbing
  - (d) Adjusting audio levels in post-production

3. In live video production, a vision mixer is responsible for \_\_\_\_\_.
- (a) Controlling and switching video feeds in real-time
  - (b) Synchronizing dialogue with video footage
  - (c) Adjusting camera exposure settings
  - (d) Enhancing the sound quality of a broadcast
4. The editing technique used to show simultaneous events happening in different locations is \_\_\_\_\_.
- (a) Cross-cutting
  - (b) Jump Cut
  - (c) Overtonal Montage
  - (d) Match-on-Action
5. Rotoscoping is a technique primarily used for \_\_\_\_\_.
- (a) Adjusting the resolution of a frame
  - (b) Enhancing the depth of field in video footage
  - (c) Synchronizing multiple video layers in editing
  - (d) Creating realistic motion tracking in animations
6. \_\_\_\_\_ is NOT a common technique used in typography animation.
- (a) Kinetic Typography
  - (b) Text Morphing
  - (c) Path Animation
  - (d) Ray Tracing

7. The rule of thirds in shot composition is mainly used to \_\_\_\_\_.
- (a) Adjust the aspect ratio of a video
  - (b) Guide the positioning of subjects for balanced framing
  - (c) Determine the frame rate of a sequence
  - (d) Enhance color contrast in post-production.
8. An Establishing Shot is primarily used to \_\_\_\_\_.
- (a) Show the emotional reaction of a character
  - (b) Introduce a new character in close-up
  - (c) Highlight a specific detail of an object
  - (d) Set the context for a scene's location
9. \_\_\_\_\_ audio formats is commonly used in high-fidelity digital recording.
- (a) MP3
  - (b) WAV
  - (c) AAC
  - (d) OGG
10. Foley artists are responsible for \_\_\_\_\_.
- (a) Composing original background music for films
  - (b) Reproducing realistic sound effects using physical props
  - (c) Adjusting audio levels for dialogue recordings
  - (d) Mixing multiple layers of soundtrack elements

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the concept of parallel editing with examples.

Or

- (b) Write short notes on Thematic Montage.

12. (a) Differentiate between interlaced and progressive scan video formats.

Or

- (b) Explain how timeline functions in non-linear editing software.

13. (a) Brief on the purpose of motion tracking in compositing.

Or

- (b) Elucidate on the process of rendering and exporting a video project.

14. (a) Mention the significance of the “30-degree rule” in filmmaking.

Or

- (b) Discuss the concept of aesthetics continuity in filmmaking.

15. (a) Compare and contrast synchronous and non-synchronous sounds in audio dubbing.

Or

- (b) Analyse how reverb and delay enhance audio production.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the different types of montage editing with suitable examples.

Or

- (b) Explain the significance of jump cuts and discontinuity editing in modern filmmaking.

17. (a) Explain the concept and the key benefits of using of non-destructive editing in video production.

Or

- (b) Compare the timeline and program view in video editing. Provide example Final Cut Pro.

18. (a) Discuss the process and applications of 2D tracking in visual effects and motion graphics.

Or

- (b) Write a detailed note on the different techniques used in typography animation with examples.

19. (a) Elaborate on the different types of video transitions and their impact on continuity.

Or

- (b) Explain the different types of video formats used in digital media.

20. (a) Elucidate on the different types of audio equipment used in film production.

Or

- (b) Describe the process of film dubbing and its importance in post-production.
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**C-7731**

**Sub. Code**

**83636**

**B.Sc. DEGREE EXAMINATION, APRIL 2026.**

**Third Semester**

**Visual Media**

**ADVERTISING AND PR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The advertising theory that suggests repeated exposure to a message increases consumer trust is \_\_\_\_\_.
  - (a) Stimulus-Response Theory
  - (b) Two-Step Flow Theory
  - (c) Hierarchy of Effects Model
  - (d) Social Learning Theory
  
2. The primary function of advertising is to
  - (a) Create awareness and persuade customers
  - (b) Provide after-sales service
  - (c) Monitor supply chains
  - (d) Reduce competition
  
3. \_\_\_\_\_ is NOT a type of advertising campaign.
  - (a) Testimonial campaign
  - (b) Guerilla campaign
  - (c) Influencer campaign
  - (d) Vertical campaign

4. The main goal of media planning is to \_\_\_\_\_.
  - (a) Reduce production costs
  - (b) Maximize audience reach within a budget
  - (c) Improve product design
  - (d) Increase stock prices
  
5. A key characteristic of an emotional appeal advertisement is that it \_\_\_\_\_.
  - (a) Uses humor to engage customers
  - (b) Provides logical product comparisons
  - (c) Focuses on creating a personal connection
  - (d) Highlights the product's technical features
  
6. An advantage of digital advertising over traditional media is \_\_\_\_\_.
  - (a) Higher production cost
  - (b) Difficult audience segmentation
  - (c) Real-time performance tracking
  - (d) Less engaging for consumers
  
7. The PR tool used for crisis management is \_\_\_\_\_.
  - (a) Press release
  - (b) Celebrity endorsement
  - (c) Outdoor advertising
  - (d) Market research
  
8. The main objective of employee relations in PR is \_\_\_\_\_.
  - (a) Improving media visibility
  - (b) Ensuring legal compliance
  - (c) Enhancing company reputation internally
  - (d) Increasing product sales

9. The Public Relations Counsel is responsible for \_\_\_\_\_.
- (a) Conducting media audits
  - (b) Setting company prices
  - (c) Advising on PR strategies
  - (d) Managing advertising budgets
10. A key difference between advertising and PR is that \_\_\_\_\_.
- (a) Advertising is always paid, PR is not
  - (b) PR does not involve media relations
  - (c) PR does not influence brand perception
  - (d) Advertising does not use visuals

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the communication process in advertising.
- Or
- (b) Describe the impact of advertising on consumer behaviour.
12. (a) Brief on the different types of advertising agency.
- Or
- (b) Analyse the role of professional organizations in advertising.
13. (a) Discuss different types of advertising appeals with examples.
- Or
- (b) Mention the advantages and disadvantages of outdoor advertising.
14. (a) Define Public Relation and explain its difference with Publicity, Propaganda, & Public Opinion.
- Or
- (b) Public Relation is increasingly becoming a Management function. Discuss.

15. (a) Explain the role of media relations in PR.

Or

(b) House Journal is a platform where employer and employees meet. Elucidate.

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the role of advertising in the marketing process.

Or

(b) Discuss in detail the relevance of advertising in the digital age.

17. (a) Compare different campaign strategies used in advertising in detail.

Or

(b) Explain the importance of a well-structured advertising plan in detail.

18. (a) Analyze the effectiveness of digital media versus traditional media in advertising.

Or

(b) Describe the process of producing an audiovisual commercial.

19. (a) Write a detailed note on the functions of Public Relations.

Or

(b) Explain the evolution of Public Relations as a profession.

20. (a) What are the various media tools used by a PR Professional?

Or

(b) Discuss the role Public Relation in the image management of a celebrity.

**C-7732**

**Sub. Code**

**83643**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Visual Media**

**AUDIO AND VIDEO PRODUCTION**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. ENG stands for \_\_\_\_\_
  - (a) Electronic News Generation
  - (b) Electronic News Gathering
  - (c) Essential News Gathering
  - (d) Effective News Generation
  
2. Quiz shows on television fall under \_\_\_\_\_
  - (a) Public service campaigns
  - (b) Current affairs programmes
  - (c) Game shows
  - (d) Feature film-based programmes

3. The camera accessory used to achieve smooth upward and downward shots is \_\_\_\_\_
- (a) Jib
  - (b) Tripod
  - (c) Dolly
  - (d) Crane
4. \_\_\_\_\_ image sensors provides higher image quality.
- (a) Tube sensor
  - (b) Single CCD
  - (c) CRT sensor
  - (d) 3CCD
5. PAL system operates at \_\_\_\_\_
- (a) 25 frames per second
  - (b) 24 frames per second
  - (c) 30 frames per second
  - (d) 60 frames per second
6. An example of a conventional light source is \_\_\_\_\_
- (a) Kino Flo
  - (b) LED panel
  - (c) Tungsten incandescent lamp
  - (d) HMI light

7. A filter used to reduce glare and reflections is \_\_\_\_\_
- (a) Contrast filter
  - (b) Polarized filter
  - (c) Enhance filter
  - (d) Effect filter
8. Equalization refers to the \_\_\_\_\_
- (a) Adjusting various audio frequencies
  - (b) Adjusting the volume
  - (c) Adjusting the length of music
  - (d) Balancing stereo channels
9. Foley sound refers to \_\_\_\_\_
- (a) Recorded background score
  - (b) Artificially created sound effects
  - (c) Dialogue dubbing
  - (d) Silence in films
10. In which of the following microphone two matching transducing elements are used?
- (a) Radio
  - (b) Fiber optical
  - (c) Noise cancelling
  - (d) Shot-gun type

**Part B**

(5 × 5 = 25)

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

11. (a) Write a short note on the importance of news reporting in television.

Or

- (b) Briefly explain the characteristics of feature film-based TV programmes.

12. (a) Elucidate the role of handheld cameras in television production.

Or

- (b) Differentiate between PAL and NTSC systems.

13. (a) Brief on the significance of using light meters in a video production.

Or

- (b) Explain the difference between hard and soft lighting with examples.

14. (a) Write a short note on colour correction and its significance.

Or

- (b) Write briefly on the role of black balance in cinematography.

15. (a) Explain the role of sound in storytelling with examples.

Or

- (b) Explain how ambient sound is used in television production.

**Part C**

(5 × 8 = 40)

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

16. (a) Write a detailed note on the different types of television programmes with examples.

Or

- (b) Analyse the importance of public service campaigns in television programming.

17. (a) Explain the different types of camera mounts and their uses.

Or

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

18. (a) Elucidate in detail the various types of lighting used in television production.

Or

- (b) Illustrate and explain three-point lighting in scene composition.

19. (a) Explain the use of different filters in cinematography with examples.

Or

(b) Give a detailed account on the role and responsibilities of a cinematographer throughout the filmmaking process.

20. (a) Examine the process of audio recording and editing in video production.

Or

(b) Describe the various types of microphones categorized by pickup patterns.

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**C-7733**

**Sub. Code**

**83644**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Visual Media**

**MARKETING STUDIES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ emphasizes profit through customer satisfaction rather than product volume.
  - (a) Selling concept
  - (b) Marketing concept
  - (c) Production concept
  - (d) Product concept
  
2. A company that avoids false claims in advertising is practicing \_\_\_\_\_.
  - (a) Deception
  - (b) Manipulation
  - (c) Integrity
  - (d) Exploitation

3. The consumer behavior model that suggests that decisions are influenced by cultural, social, personal and psychological factors is \_\_\_\_\_
- (a) Pavlovian Model
  - (b) Howard-Sheth Model
  - (c) Nicosia Model
  - (d) Engel-Kollat-Blackwell Model
4. A consumer buying premium brands to maintain status within their peer group is influenced by \_\_\_\_\_ factor.
- (a) Psychological
  - (b) Sociocultural
  - (c) Economic
  - (d) Legal
5. \_\_\_\_\_ is a characteristic of qualitative research.
- (a) Large sample size
  - (b) Statistical analysis
  - (c) In-depth insights
  - (d) Numerical data
6. Using research insights to segment and target customers is part of
- (a) Data dumping
  - (b) Market strategy formulation
  - (c) Customer avoidance
  - (d) Trial-and-error marketing

7. \_\_\_\_\_ is not a part of the traditional marketing mix.
- (a) Product
  - (b) Place
  - (c) Promotion
  - (d) Profit
8. A product that is offered at a high price because it is perceived as premium is an example of \_\_\_\_\_
- (a) Penetration Pricing
  - (b) Skimming Pricing
  - (c) Economy Pricing
  - (d) Competitive Pricing
9. Key performance indicators used to measure social media campaign effectiveness include \_\_\_\_\_
- (a) Likes, shares, comments and conversions
  - (b) Production costs
  - (c) Warehouse inventory
  - (d) Employee satisfaction
10. The Term Integrated Marketing Communication was first coined in
- (a) 2009
  - (b) 2019
  - (c) 1989
  - (d) 1819

**Part B**

(5 × 5 = 25)

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

11. (a) State any five key differences between marketing and selling.

Or

- (b) Briefly discuss the concept of customer-centric marketing.

12. (a) Brief the psychological factors that influence consumer choices.

Or

- (b) Explain the significance of post-purchase evaluation in consumer satisfaction.

13. (a) Distinguish between qualitative and quantitative research with examples.

Or

- (b) Analyse the importance of competitor analysis in market research.

14. (a) Assess the role of integrated marketing communication in promoting a product.

Or

- (b) Illustrate the difference between direct and indirect distribution channels.

15. (a) Mention the benefits of Integrated Marketing Communication.

Or

- (b) Explain the role of social media in digital marketing.

**Part C**

(5 × 8 = 40)

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

16. (a) Write in detail the evolution of marketing concepts from production orientation to societal marketing.

Or

- (b) Analyse the consequences of unethical marketing practices with real-world examples.

17. (a) Examine the impact of digitalization on consumer behavior with reference to e-commerce and social media.

Or

- (b) Explicate the different stages of consumer decision making process.

18. (a) Explain the importance of market research in business decision-making in detail with suitable examples.

Or

- (b) Describe different data collection methods and evaluate their suitability in different marketing scenarios.

19. (a) Analyze how the marketing mix components interact to achieve organizational goals.

Or

- (b) Explain the determinants of pricing strategy with real-life examples.

20. (a) Explain the various promotional tools in IMC.

Or

- (b) Critically examine the steps involved in designing an effective advertising campaign, highlighting key challenges.
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**C-7734**

**Sub. Code**

**83646**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fourth Semester**

**Visual Media**

**MEDIA PSYCHOLOGY**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is considered as a key pioneer in developing Media Psychology as a distinct discipline.
  - (a) William James
  - (b) Albert Bandura
  - (c) Carl Rogers
  - (d) Noam Chomsky
  
2. A method of quantitative research in Media Psychology is \_\_\_\_\_
  - (a) Content analysis
  - (b) Case history
  - (c) Focus group
  - (d) Narrative study

3. The theory that explains how people imitate behaviors seen in media is \_\_\_\_\_
- (a) Cultivation theory
  - (b) Uses and Gratifications
  - (c) Social Learning Theory
  - (d) Agenda-setting
4. Media violence is most often linked with \_\_\_\_\_
- (a) Enhanced creativity
  - (b) Increased memory
  - (c) Improved cooperation
  - (d) Reduced empathy
5. A person analyzing a political news channel's hidden bias is practicing \_\_\_\_\_
- (a) Critical thinking
  - (b) Passive consumption
  - (c) Social facilitation
  - (d) Selective exposure
6. Posting curated content on Instagram to appear successful is an example of \_\_\_\_\_
- (a) Cognitive dissonance
  - (b) Selective exposure
  - (c) Self-presentation
  - (d) Agenda setting

7. The persuasive technique that relies on celebrity endorsements is \_\_\_\_\_
- (a) Bandwagon effect
  - (b) Testimonial
  - (c) Fear appeal
  - (d) Scarcity principle
8. The principle that explains that consumers buy products based on emotional triggers rather than logic is \_\_\_\_\_
- (a) Cognitive dissonance
  - (b) Rational choice
  - (c) Affective primacy
  - (d) Social facilitation
9. One ethical challenge in AI-based advertising is \_\_\_\_\_
- (a) Predictive profiling
  - (b) Color correction
  - (c) Increased entertainment
  - (d) VR graphics design
10. A potential ethical issue in AI-driven media psychology is \_\_\_\_\_
- (a) User data privacy
  - (b) Increased creativity
  - (c) Better access to education
  - (d) Improved entertainment value

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the importance of Media Psychology in understanding society.

Or

- (b) Write a note on any two psychological theories applied in media studies.

12. (a) List the positive and negative impact of media on cognition.

Or

- (b) Write a brief note on the effects of Media Violence.

13. (a) How does psychographic segmentation differ from behavioral segmentation?

Or

- (b) Write a short note on self-presentation through social media.

14. (a) Write a short note on persuasive appeals used in advertisements.

Or

- (b) Discuss ethical considerations in media advertising.

15. (a) Briefly explain how emerging media technologies are reshaping human communication patterns.

Or

- (b) Write a short note on the psychological effects of virtual reality immersion.

**Part C**

(5 × 8 = 40)

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

16. (a) Trace the evolution of Media Psychology as a field of study.

Or

- (b) “Experiments are an integral method of media psychology” — Explain Why.

17. (a) Discuss how different forms of media content evoke emotional responses in audiences.

Or

- (b) Evaluate the influence of media on shaping attitudes and beliefs.

18. (a) Analyze the importance of audience analysis in designing effective media and advertising campaigns.

Or

- (b) Discuss the importance of media literacy in promoting critical thinking.

19. (a) Explain the role of consumer psychology in advertising effectiveness, with reference to real-world campaigns.

Or

(b) Analyze how emotional appeals in advertisements influence consumer behavior and decision-making.

20. (a) Analyze the future directions and potential applications of Media Psychology in education, health, and entertainment.

Or

(b) Critically examine the major ethical concerns in Media Psychology research in the context of AI-driven data collection.

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**C-7735**

**Sub. Code**

**83651**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Fifth Semester**

**Visual Media**

**DIGITAL MARKETING**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. An example of on-page SEO is \_\_\_\_\_
  - (a) Social media marketing
  - (b) Keyword research and optimization
  - (c) Pay-per-click advertising
  - (d) Email marketing
  
2. A key benefit of digital marketing is \_\_\_\_\_
  - (a) Wider audience reach at lower cost
  - (b) Higher print media circulation
  - (c) Increase in offline sales only
  - (d) Elimination of competition

3. The factor that helps improve website usability is \_\_\_\_\_
- (a) Slow loading pages
  - (b) User-friendly navigation
  - (c) Hidden contact information
  - (d) Excessive pop-ups
4. CPC in PPC advertising stand for \_\_\_\_\_
- (a) Content promotion cost
  - (b) Click performance control
  - (c) Customer price control
  - (d) Cost-per-click
5. The metric used to measure social media engagement is \_\_\_\_\_
- (a) Bounce rate
  - (b) Click-through rate
  - (c) Likes, shares, and comments
  - (d) Server response time
6. Which of the following is NOT a social media marketing strategy?
- (a) Content creation
  - (b) Backlinking
  - (c) Paid promotions
  - (d) Community engagement

7. The main goal of influencer marketing is \_\_\_\_\_
- (a) Increasing brand awareness and credibility
  - (b) Reducing website traffic
  - (c) Limiting customer engagement
  - (d) Avoiding social media promotions
8. \_\_\_\_\_ is an example of User-Generated Content.
- (a) A company's official advertisement
  - (b) A social media post created by customer sharing their experience with a product
  - (c) A press release written by a brand's marketing team
  - (d) A paid influencer campaign with scripted messaging
9. KPI in digital marketing stand for \_\_\_\_\_
- (a) Keyword Performance Index
  - (b) Key Performance Indicator
  - (c) Knowledge Processing Integration
  - (d) Keep Posting Insights
10. A tool commonly used for web traffic analysis is \_\_\_\_\_
- (a) Instagram Insights
  - (b) Google Analytics
  - (c) Facebook Ads Manager
  - (d) LinkedIn Pulse

**Part B**

(5 × 5 = 25)

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

11. (a) Brief on the key features of Google My Business.

Or

- (b) Write short note on Search Engine Optimization techniques.

12. (a) Write short notes on Blogging.

Or

- (b) Mention the essential elements of a user-friendly website.

13. (a) Analyse how social media analytics can measure campaign success.

Or

- (b) Explain the concept of social media engagement.

14. (a) What is influencer marketing, and how does it work.

Or

- (b) Explain the role of brand advocacy in digital marketing.

15. (a) Mention the key components of a successful PPC campaign.

Or

- (b) Write on how Google Ads bidding strategy affect campaign success.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the impact of digital marketing on traditional business models.

Or

- (b) Explain the role of SEO in digital marketing strategy.

17. (a) Discuss how a website design influence user experience and SEO.

Or

- (b) Explain the different types of content marketing strategies in detail.

18. (a) Discuss the challenges of social media marketing in detail.

Or

- (b) Elaborate on the different features of major social media platforms.

19. (a) Explain the ethical concerns should influencers and brands consider in marketing.

Or

- (b) Analyse in detail how influencer marketing strategies differ for small and large businesses.

20. (a) Write a detailed note on the different types of PPC ad formats.

Or

(b) Analyse how conversion tracking help improve PPC campaign results.

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**C-7736**

**Sub. Code**

**83661**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Visual Media**

**MEDIA LAWS AND ETHICS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1= 10)

Answer **all** questions.

1. The evolution of media ethics in India reflects a shift from colonial control to
  - (a) State monopoly
  - (b) Freedom with accountability
  - (c) Complete deregulation
  - (d) International regulation
  
2. The colonial law that aimed at controlling press freedom in British India is \_\_\_\_\_
  - (a) Vernacular Press Act, 1878
  - (b) Right to Information Act
  - (c) Cinematograph Act, 1952
  - (d) Prasar Bharati Act, 1990

3. “Duty-based ethics” in media practice is associated with \_\_\_\_\_
- (a) Utilitarianism
  - (b) Consequentialism
  - (c) Hedonism
  - (d) Deontological ethics
4. The Supreme Court in *Indian Express vs Union of India* (1985) upheld \_\_\_\_\_
- (a) Government’s power to censor press
  - (b) Importance of freedom of press as part of free speech
  - (c) Ban on foreign news agencies
  - (d) State monopoly over broadcasting
5. Hate speech in broadcast media is prohibited because it \_\_\_\_\_
- (a) Encourages entertainment value
  - (b) Promotes democratic values
  - (c) Incites violence and social unrest
  - (d) Increases audience ratings
6. Under Indian law, the regulation of obscenity in broadcast media primarily falls under \_\_\_\_\_ provision of the Indian Penal Code.
- (a) Section 292
  - (b) Section 124A
  - (c) Section 377
  - (d) Section 498A

7. Section 69A of the IT Act empowers the government to \_\_\_\_\_
- (a) Impose criminal penalties on hackers
  - (b) Block public access to certain online content
  - (c) Protect copyright in digital works
  - (d) Regulate broadcast television
8. The Right to Information Act (RTI) came into force in \_\_\_\_\_
- (a) 2000
  - (b) 2003
  - (c) 2005
  - (d) 2008
9. The practice of disguising a communication source to appear as a trusted entity online is known as \_\_\_\_\_
- (a) Spoofing
  - (b) Hacking
  - (c) Phishing
  - (d) Malware injection
10. \_\_\_\_\_ describes software that self-replicates and spreads without user action.
- (a) Trojan
  - (b) Worm
  - (c) Spyware
  - (d) Adware

**Part B**

(5 × 5 = 25)

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

11. (a) Examine the restrictions imposed on media during the colonial period in India.

Or

- (b) Write a short note on the scope of media ethics.

12. (a) Explain the relevance of deontological ethics in media practice.

Or

- (b) Analyse the role of the Press Council of India in media self-regulation.

13. (a) Mention the core principles of the Broadcasting Code of Ethics.

Or

- (b) Write a short note on hate speech in broadcast media with one recent example.

14. (a) Discuss with examples the different forms of cyberbullying.

Or

- (b) Define online defamation and explain how it is treated under Indian law.

15. (a) Write short notes on “echo chambers” and their influence on media ethics.

Or

- (b) Analyse how social media has reshaped the role of journalists in news dissemination.

**Part C**

(5 × 8 = 40)

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

16. (a) Trace the evolution of media laws in India from colonial origins to the present day.

Or

- (b) “Together, media laws and ethics strengthen democracy by upholding transparency and accountability” — Discuss.

17. (a) Discuss the scope and importance of freedom of speech and expression in the Indian Constitution.

Or

- (b) Explain Self Regulation of Media. Should the government make law to control the media.

18. (a) Evaluate the challenges in defining and regulating obscenity and indecency in broadcast content.

Or

- (b) Discuss the provisions of the Cable Television Networks (Regulation) Act, 1995 in detail.

19. (a) Explain the importance of data privacy and personal information protection in the digital age with reference to Indian and global practices.

Or

(b) Examine ethical responsibility in the digital age with examples from social media practices.

20. (a) “The future of journalism ethics lies in adapting to digital disruption.” Discuss with examples.

Or

(b) Discuss the balance between investigative journalism’s public interest role and the ethical risks of harm.

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**C-7737**

**Sub. Code**

**83662**

**B.Sc. DEGREE EXAMINATION, APRIL 2026**

**Sixth Semester**

**Visual Media**

**EMERGING TECHNOLOGIES**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. The concept of blending physical objects with digital overlays in real time is called \_\_\_\_\_
  - (a) Augmented Reality
  - (b) Virtual Reality
  - (c) Digital Twin
  - (d) 360° Imaging
  
2. The device Oculus Quest is best described as \_\_\_\_\_
  - (a) A mixed reality operating system
  - (b) A motion capture suit
  - (c) An AR smart glass
  - (d) A standalone VR headset

3. The immersive feature of VR that creates a sense of realism is called
- (a) Transparency
  - (b) Projection
  - (c) Presence
  - (d) Simulation
4. \_\_\_\_\_ industry has benefited most from VR-based therapy applications.
- (a) Tourism marketing
  - (b) Publishing houses
  - (c) Radio broadcasting
  - (d) Healthcare and rehabilitation
5. AR differs from VR because AR \_\_\_\_\_
- (a) Eliminates all real-world inputs
  - (b) Enhances real-world views with digital overlays
  - (c) Works only with audio signals
  - (d) Depends solely on text files
6. \_\_\_\_\_ is an AR application commonly used in retail.
- (a) Snapchat Lenses
  - (b) Google Maps Street View
  - (c) Virtual reality gaming headset
  - (d) 3D audio mixing

7. The AR game that became a global phenomenon in 2016 is \_\_\_\_\_
- (a) Fortnite
  - (b) Minecraft VR
  - (c) Pokémon Go
  - (d) Beat Saber
8. \_\_\_\_\_ describes a computer-generated copy of the physical world, often used in AR and IoT.
- (a) Deep Fake
  - (b) Digital Twin
  - (c) Cloud Rendering
  - (d) Hyperlink
9. The term most related to AR technology is \_\_\_\_\_
- (a) Occlusion
  - (b) Pixel Binning
  - (c) Frame Buffer
  - (d) Raster Scan
10. Experiential media is primarily characterized by \_\_\_\_\_
- (a) Passive consumption
  - (b) Narrow broadcast channels
  - (c) Immersive interaction with content
  - (d) Traditional distribution alone

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of convergence in today's media environment.

Or

- (b) Mention the characteristics of emerging media.

12. (a) Write a short note on the ethical issues in VR-based therapy.

Or

- (b) Brief on the limitations of VR hardware.

13. (a) Analyse how AR supports retail industries.

Or

- (b) State and list the technical challenges of AR devices.

14. (a) "AI in journalism" — Analyse.

Or

- (b) Elucidate the role of AI in media curation.

15. (a) Write a short note on Phygital Communication with examples.

Or

- (b) Write a short note on immersive storytelling.

**Part C**

(5 × 8 = 40)

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

16. (a) Critically analyze the challenges in integrating traditional and digital media.

Or

- (b) Discuss the key trends of media innovation in recent days with suitable examples.

17. (a) Assess the ethical issues of VR in user safety and privacy.

Or

- (b) Write a detailed note on the applications of VR.

18. (a) Elaborate the principles of AR in detail.

Or

- (b) Explain the Potential Challenges of AR in detail.

19. (a) Explore AI's contribution to automated video and audio editing.

Or

- (b) Critically assess the transparency and accountability in AI-generated content.

20. (a) Discuss the significance of experiential media in shaping audience attention.

Or

- (b) Evaluate the role of digital-reality convergence in communication strategies.
-