

Reg. No. :

D 2069

Q.P. Code : [07 DVC 07]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Third Year

Part III — Visual Communication

AUDIOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE of the following.

(5 × 20 = 100)

1. How is sound measured?
2. List Home Recording Studio Equipment.
3. Write short notes on
 - (a) Omni directional,
 - (b) Cardioids,
 - (c) Shotgun.
4. Write any to sound file extension and Description.

5. What is the purpose of a graphic equalizer?
 6. Discuss any digital recording software feature.
 7. How to Reduce Background Noise in a Voice Recording?
 8. What is dubbing? How to audio dubbing for video production?
-

Reg. No. :

D 2070

Q.P. Code : [07 DVC 08]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Third Year

Part III — Visual Communication

COMMERCIAL BROADCASTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Advertising Strategy. Explain how Advertising planning and strategy lead to more effective advertising?
2. What are the various processes involved in preparing a television commercial?
3. What is a Script? Explain the role of Script writer in radio commercial production.
4. What are the different field production equipment's and equipment's required for multi-camera production?

5. What is product plan? How is maintenance of records useful in production plan? Explain with example.
 6. What is Advertising Budget? Describe the different methods of budgeting followed in the Advertising Industry?
 7. Discuss how Indian advertising has changed in the last ten year.
 8. Develop an ad campaign outline for launch of new fairness soap for men. Prepare one radio advertisement for the campaign.
-

Reg. No. :

D 2071

Q.P. Code : [07 DVC 09]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, DECEMBER 2013.

Third Year

Visual Communication

ELEMENTS OF FILM AND VIDEO PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. (a) What is Lens explain and its types
(b) Define Aperture,
(c) Explain Shutter,
(d) Define White balance.
2. Write short notes on:
(a) Story board,
(b) Documentary,
(c) Cinematographer,
(d) Production Manager.

one copy

3.
 - (a) Explain the Basic Camera Moves,
 - (b) Define Mise -en-scene,
 - (c) What is ENG? Explain,
 - (d) Enlist Atmospheric Lighting.

4.
 - (a) What is EDL? Explain,
 - (b) Define Animation,
 - (c) Explain the differences between linear and non-linear editing
 - (d) Enlist storage devices.

5.
 - (a) What is OB van? Explain
 - (b) Define HDTV,
 - (c) Enlist IPTV,
 - (d) Explain the organization Structure of Television channel.

6. Illustrate the importance of Casting in filmmaking.

7. What do you mean by Story checklist? Explain.

8. Discuss Narrative and Non-narrative cinema.