

Reg. No. :

D 1074

Q.P. Code : [07 ^DVC 07]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

Third Year

Visual Communication

AUDIOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Highlight the perspectives of sound and discuss three-dimensional and surround sound.
2. What are input and output devices used for Audio Recording and Editing?
3. Describe the types of microphones and their uses in reference of radio programme production.

4. Explain the facilities that are available in an audio mixer for programme production.
 5. Describe various methods of mixing sound effects, selecting sound-effects and producing sound-effects.
 6. Recording a programme is relatively easier than editing it'. Do you agree with the statement? Give reasons for your answer.
 7. Which precautions should be taken during news editing for radio?
 8. Explain the process of publishing and edition of audio for Internet and CDs.
-

Reg. No. :

D 1075

Q.P. Code : [07 **P** BVC 08]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

Third Year

Visual Communication

COMMERCIAL BROADCASTING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Why are create work/brain storing environments so important to innovation? Are creative tools and rules confining? Explain.
2. Describe the concept of advertising and its main principle. Analyze its importance in popularizing a product.
3. Explain in detail, the statement 'Creativity is essential for preparing an effective advertising'.
4. How to develop television commercials? What is 'Story Board' and what is its importance? Explain.

5. What effects do TV and print advertisement make on the viewers and readers? Compare the two.
 6. What is the Advertisement Planning process? How is it influenced by the production Plan?
 7. Explain your reactions to any one recent television advertisement of your choice.
 8. Write a jingle for Radio for creating awareness about AIDS.
-

Reg. No. :

D 1076

Q.P. Code : [07 DVC 09]

(For the candidates admitted from 2007 onwards)

B.Sc. DEGREE EXAMINATION, MAY 2013.

Third Year

Part III – Visual Communication

ELEMENTS OF FILM AND VIDEO PRODUCTION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Answer questions carry equal marks.

1. Discuss the different types of digital video camera available in the market and its features.
2. Describe the “Pre-production” phase in Film making.
3. Explain the Structure of TV newsroom and its duties.
4. Explicate the camera movements, shots and angles used in a typical video production.

5. Discuss relationship of shooting and editing by giving suitable examples.
 6. Compare on-line and off-line editing technique with suitable examples.
 7. Explain the facilities and accessories available in a OB-Van.
 8. How much foreign broadcast has been importing in Indian Audience? Explain it in detail.
-