



QP CODE: 25020664



Reg No :

Name :

**B.A DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

B.A English Literature and Communication Studies Model III (Double Main)

CORE COURSE - EN6CRT03 - VISUAL MEDIA : TELEVISION AND CINEMA

2017 Admission Onwards

9463AA01

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Personality Interview.
2. Canned laughter.
3. Avid.
4. Camcoder.
5. Unidirectional microphone.
6. Modeling lamp.
7. Music Television.
8. Ad-lib.
9. Digital cinematography.
10. Art Direction.
11. Colour correction.
12. Pre shooting.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the different types of TV commercials?





14. What are the ethical considerations of TV broadcasting?
15. What is a studio floor? Explain its characteristics.
16. Principles of anchoring a show.
17. Explain various transition techniques used in visual editing.
18. What are the steps involved in script writing?
19. What are the different areas of a news bulletin?
20. What do you understand by parallel movie? Explain.
21. Explain digetic sound and non digetic sound.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Critically evaluate any five cable television networks in India.
23. TV production is a teamwork. Elucidate.
24. What are the various techniques used in film promotion?
25. How has digital technology transformed the film making?

(2×15=30)

