

(Pages : 3)

J – 1274

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2 (a)

Journalism and Mass Communication and Video Production

Vocational Course V

JC 1471 : INTRODUCTION TO CINEMA

[2014 Admission onwards]

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** the **ten** questions, each one in one sentences:
1. Write about Alfred Hitchcock.
 2. Which is the first 3D Film of India?
 3. Who is called the "Father of Indian Cinema"?
 4. Explain ADR.
 5. The film "The god father".
 6. What is a shot?
 7. Expand and explain DTS.
 8. Write a note on "Star wars".
 9. Define screen writing.
 10. Explain editing for film.

(10 × 1 = 10 Marks)

P.T.O.

II. Answer **any eight** of the following, each one not exceeding **60** words:

11. What are the elements of film?
12. Write on Roman Polanski.
13. What is a story board?
14. What is location scouting?
15. Define film language.
16. What are works in post-production?
17. Write a note on Indian new wave films.
18. List various camera angles used in films.
19. Define continuity cuts.
20. Explain gaze/look.
21. What is mise-en-scene?
22. Write on teaser trailer.

(8 × 2 = 16 Marks)

III. Answer **any six** of the following, each one not exceeding **120** words:

23. Differentiate shooting script from script.
24. Explain shot, scene and sequence.
25. Discuss the new trends in film making.
26. What is film criticism?
27. Write on African cinema.

28. Elucidate the importance of casting in film.
29. Discuss the past, present and future of cinematography.
30. Discuss on visual editing and sound editing.
31. List out the various lighting techniques in film production.

(6 × 4 = 24 Marks)

IV. Write essays on **any two** of the following, each one not exceeding **500** words:

32. Write on Expressionism, Impressionism & Soviet Montage Cinema.
33. Explain the role of transition effects in editing.
34. Critically analyze a recent Malayalam movie.
35. Write on the various stages of film production with appropriate examples.

(2 × 15 = 30 Marks)

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J – 1272

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2(a)

Journalism and Mass Communication and Video Production

Core Course V

JC 1441 PR & CORPORATE COMMUNICATION

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Write short notes on **all** of the following in a line or two each:

1. Paid Advertising
2. Target Audience
3. Press release
4. Public Opinion
5. Media Contact
6. Integrated Marketing Communication
7. Corporate Image
8. Social Audit
9. Contingency plans
10. Public Opinion

(10 × 1 = 10 Marks)

P.T.O.

II. Write short notes on **any eight** of the following not exceeding **60** words each:

11. Lobbying
12. Goodwill
13. Corporate PR
14. Image Building
15. Press Kit
16. Campaign planning
17. Internal Public
18. House Journals
19. Empathy
20. Human Resource Development
21. Budgeting
22. PRSI

(8 × 2 = 16 Marks)

III. Write short essays on **any six** of the following not exceeding **120** words each:

23. 'Effective PR is a two-way communication'. Elaborate.
24. Why we need Public Relations? What Public relations will do?
25. Illustrate various facets of "Image Management".
26. Discuss the functions of IN-HOUSE department.
27. Detail the tools of corporate communication and what is their role in the digital age?

28. How does PR differ from publicity and propaganda?
29. "Feedback is totally neglected in Public Relations activity". Do you agree with this comment?
30. What is 'Known unknown' and 'Unknown unknown' in crisis management?
31. Ethics should be integral to any profession. Discuss in the light of current PR scene.

(6 × 4 = 24 Marks)

IV. Write long essays on **any two** of the following each one not exceeding **500** words:

32. Detail the evolution and growth of Public Relations in India.
33. What attributes and qualifications are necessary for a person to be successful PRO?
34. What is crisis management? Detail a case study where the PR Dept effectively handled a situation.
35. If you are appointed as the PR of your University, what would be your PR strategy to boost the image of the institution.

(2 × 15 = 30 Marks)

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J – 1273

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

Group 2 (a)

JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION

Core Course VI

JC 1442 ADVERTISING

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in one/two words or in one/two sentences:

1. AAAA
2. Client
3. Storyboard
4. Billboard
5. KISS
6. Rough cut
7. Financial advertising
8. Reach
9. Prime time
10. National advertising

(10 × 1 = 10 Marks)

P.T.O.

II. Answer **any eight** questions in about **60** words:

11. Advertorial
12. Local Advertising
13. Display ad
14. Plans board meeting
15. Boutique ad agency
16. Media commission
17. The Drug and Magical remedies act and advertising
18. Problem solution approach
19. DAVP
20. Media selection
21. Illustration in ad
22. Radio advertising

(8 × 2 = 16 Marks)

III. Answer any **six** of the following, each not exceeding **120** words:

23. What is celebrity endorsement? Explain the specialities of celebrity endorsements with examples.
24. Explain the principles of copywriting.
25. Explain advertising as a process of communication.
26. Are the ads being regulated in India properly. Give your opinion.
27. Did the advent of FM Radio bring new life to radio advertising? Explain.

28. Explain the functions of Headlines in Print ad.
29. Write down the impacts of advertising in the society.
30. Critically analyse how advertising affects children.
31. Analyse aesthetically any of the commercial of your choice.

(6 × 4 = 24 Marks)

IV. Write essays on any **two** of the following, each one not exceeding **500** words:

32. Explain the evolution of advertising worldwide.
33. Explain the functions of advertising.
34. Analyse the present status of advertising in Kerala.
35. Are the Media overloaded with ads? Critically analyse the relationship between media and advertising.

(2 × 15 = 30 Marks)

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J – 3038

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, June 2020

Career Related First Degree Programme under CBCSS

Group 2(a)

Journalism and Mass Communication and Video Production

Vocational Course VI

JC 1472 — TELEVISION BROADCASTING

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all the ten questions, each one in one or two sentences.

1. Prime time.
2. Reality Show.
3. BBC.
4. Anchor.
5. Piece-to-camera.
6. Voice-Over.
7. Reuters.
8. Flash.

P.T.O.

9. Prannoy Roy.

10. News room.

(10 × 1 = 10 Marks)

II. Answer **any eight** of the following, each one not exceeding **60** words.

11. What is a soundbite?

12. What is TRP?

13. Satellite news gathering.

14. Infotainment channels.

15. News story.

16. Writing to pictures.

17. CNN.

18. What is the role of a television camera person?

19. Television genres.

20. NDTV Profit.

21. Shooting Script.

22. Teasers.

(8 × 2 = 16 Marks)

III. Answer **any six** of the following, each one not exceeding **120** words.

23. Explain the functioning of a teleprompter.

24. Explain a news package.

25. Elucidate the important sources of TV news.

26. Discuss the role of a TV news reporter.
27. Explain the advantages of story board.
28. Soap opera.
29. How is broadcast news different from print news?
30. Discuss mobile journalism.
31. Explain the duties of a news producer.

(6 × 4 = 24 Marks)

IV. Write essays on **any two** of the following, each one not exceeding **500** words.

32. Discuss the content, structure and style of news bulletins.
33. Explain the essential qualities that broadcast journalists should have.
34. Explain the different steps involved in a television interview.
35. Discuss the common television programme formats.

(2 × 15 = 30 Marks)

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(Pages : 3)

J – 1267

Reg. No. :

Name :

Fourth Semester B.A. Degree Examination, March 2020

Career Related First Degree Programme Under CBCSS

2(a) – Journalism and Mass Communication and Video Production

Complementary Course IV : EN 1431.3 ENGLISH FOR THE MEDIA

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions in a **word** or sentence each.
1. What was the original method of printing?
 2. What is emotive vocabulary?
 3. Expand SEO.
 4. Who invented the steam powered press?
 5. Who discovered electromagnetic waves?
 6. In which movie has the following statement been spoken : "May the force be with you"?
 7. Give an example of sales promotion.
 8. To which civilization does the history of advertisement date back to?
 9. What is the prime quality of a research article?
 10. Which tense is used to introduce historical features?

(10 × 1 = 10 Marks)

P.T.O.

II. Answer any **eight** of the following in about **fifty words** each.

11. What is political bias?
12. What are the characteristics of radio features?
13. What are field interviews?
14. What is copy writing?
15. How does the focus style begin?
16. What are the best ways to write a good headline?
17. What is trending?
18. What is HD Radio?
19. What is Direct Marketing?
20. What should a good news bulletin contain?
21. What is the role that language plays in advertisement?
22. What is a blog?

(8 × 2 = 16 Marks)

III. Answer any **six** of the following in about **hundred words** each.

23. Explain the structure of a News Story.
24. Explain in detail the types of words that are commonly found in newspapers.
25. Write a note on radio script.
26. What are the different types of recording media?
27. What makes a good journalist?
28. What is broadcast news analysis?

29. Write a short film script on air pollution.

30. Explain chroma key.

31. What are adjacencies?

(6 × 4 = 24 Marks)

IV. Answer any **two** of the following in about **three hundred words** each.

32. Write a note on technological convergence.

33. Explain profile writing.

34. Explain the difference between feature stories and news stories.

35. Explain in detail the technique for writing for the broadcast media.

(2 × 15 = 30 Marks)
