

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication

BVC 5D 03—BASIC PHOTOGRAPHY

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- | | |
|---------------------|----------------------|
| 1. Reflectors. | 2. ND filters. |
| 3. Silhouette. | 4. Soft boxes. |
| 5. ISO. | 6. Key light. |
| 7. Kelvin. | 8. Telephoto lenses. |
| 9. Noise. | 10. Focal length. |
| 11. Fisheye lenses. | 12. Megapixels. |

(8 × 3 = 24 marks)

Section B (Paragraph Writing)*Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

- Write about the importance of white balancing.
- Explain "leading lines".
- What is meant by primary colours ?
- What is depth of field ? Write about its practical significance in photography.
- Importance of histogram in photography.

Turn over

18. Briefly write about light meters.
19. What is hyperlocal distance ?

(5 × 5 = 25 marks)

Section D (Essays)

*Answer any one questions.
The question carries 11 marks.*

20. Write about general rules of composition in photography.
21. Briefly trace the history of photography and its developments.

(1 × 11 = 11 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication

BVC 5D 01—ADVERTISING DESIGN

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Media vehicle.
2. POP.
3. TVC.
4. Logo.
5. O and M.
6. TRP.
7. Tagline.
8. Slogan.
9. Cool colours.
10. Flyer.
11. AIDA.
12. Novelty appeal.

(8 × 3 = 24 marks)

Turn over

Section B (Paragraph Writing)

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Who are graphic designers ?
14. Narrate the types of Ad-agencies ?
15. What is media planning ?
16. Evaluate the significance of branding in advertising
17. Write about web ads.
18. What is advertorial ?
19. Write a note on the significance of television commercials.

(5 × 5 = 25 marks)

Section C (Essay)

Answer any one question.

The question carries 11 marks.

20. Define advertising and narrate the different types of advertising.
21. Discuss the steps and stages involved in producing a radio commercial.

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication
BVC 5B 11—AUDIOGRAPHY
(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

*Answer atleast eight questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 24.*

1. What is the amplitude of the sound wave ?
2. What does SPL stand for ?
3. What is meant by the threshold of pain ?
4. What is a TRS connector ?
5. What is noise ?
6. What is meant by Digital Audio workstation ?
7. Explain shuffle mode in pro tools.
8. What is MS miking ?
9. What is WAV file format ?
10. Differentiate analogue and digital.
11. What are the steps involved in doing a session setup in pro tools ?
12. What are Foley effects ?

(8 × 3 = 24 marks)

Turn over

Section B

Answer atleast five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Write about three different polar patterns of the microphone.
14. Explain the process of pre-mixing.
15. Signal flow in audio production.
16. Explain the function of different edit tools in pro tools.
17. Write about different track formats in pro tools.
18. Write about basic microphone techniques.
19. What is audio panning ? What does panning do in music ?

(5 × 5 = 25 marks)

Section C

Answer any one question.

Each question carries 11 marks.

20. Explain characteristics of sound waves with diagrams.
21. What are the essentials for a sound Recording studio ?

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication.

BVC 5B 10—ADVERTISING

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answers)

Answer atleast ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Prime time.
2. AIDA.
3. Novelty appeal.
4. Personal selling.
5. Body Copy.
6. Advertorial.
7. USP
8. Copy Writer.
9. Slogan.
10. POP.
11. Marketing mix.
12. DAGMAR
13. Soft sell.
14. Tagline.
15. TRP .

Section B (Short Essays)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Explain Brand Equity.
17. Write a note on the key elements of Advertising.
18. Discuss the relevance of PSA.
19. Narrate the organisational structure of an Ad agency.
20. What is consumer advertising ?
21. What are the services rendered by an ad agency to its clients ?
22. What is media planning ? How does it relate to advertising ?
23. What is transit advertising ?

(5 × 6 = 30 marks)

Section C (Essay Type Question)

Answer any two questions.

Each question carries 10 marks.

24. Narrate the objectives and purpose of an Ad Campaign.
25. Discuss in detail the different modes of Advertising.
26. Narrate the ethical issues involved in Advertising.
27. Narrate the scope of Advertising as a tool of Marketing Communication END.

(2 × 10 = 20 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication

BVC 5B 09—MEDIA DESIGN—I

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)

Answer at least **eight** questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 24.

1. Marquee tool.
2. Tweening.
3. Raster graphics.
4. Symbols in Flash.
5. Limited animation.
6. Pixilation.
7. Action line.
8. Layouts for animation.
9. Character turnaround.
10. Cel animation.
11. Pencil test.
12. FPS.

(8 × 3 = 24 marks)

Turn over

Section B (Paragraph Writing)

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. What is Adobe Photoshop ?
14. What are stop motion animations ?
15. What are Forms ? Explain it with an example.
16. Importance of Body language in figure drawing.
17. Explain Two-Point Perspective with an example.
18. Make a detailed note on concept creation.
19. Use of X-sheets in animation.

(5 × 5 = 25 marks)

Section C (Essays)

Answer any one question.

The question carries 11 marks.

20. What are Animation principles ? How can you use it for creating believable animations ?
21. Write an essay on the different techniques used for creating animations.

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A.

B.A. Visual Communication

BVC 5B 08—VISUAL EDITING

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Write short note on screen play.
2. Explain rough cut in visual editing.
3. Name any *two* non-linear video editing software.
4. Explain metadata.
5. What is a master clip ?
6. Name any two video filters in your video editing software.
7. How you monitor audio levels in your video editing software.
8. How to record a narrative track in your video editing software ?
9. What is a jump cut ?
10. What is the use of waveform monitor in a video editing software ?
11. What is a take ?
12. What is the use of clap board in shooting ?

(8 × 3 = 24 marks)

Turn over

Section B

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain video editing project setting process.
14. Explain linear and non-linear editing.
15. Explain 180 degree rule.
16. What is the use of audio meter in a visual editing software ?
17. Explain the process of colour correction using three way colour corrector.
18. What is the use of vector scope and waveform monitor in a video editing software ?
19. Explain online and off-line editing.

(5 × 5 = 25 marks)

Section C

Answer any one question.

The question carries 11 marks.

20. Film editing is often referred as the 'Invisible Art'. Describe your views.
21. Explain your video editing process from project setting to final out exporting.

(1 × 11 = 11 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.A. Visual Communication

BVC 5B 07—SCREEN WRITING

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answers)

*Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- | | |
|-----------------|---------------------|
| 1. Catalist. | 2. Treatment. |
| 3. Biopic. | 4. Call sheet. |
| 5. Documentary. | 6. Protagonist. |
| 7. Manuscript. | 8. Black comedy. |
| 9. Epilogue. | 10. Fourth wall. |
| 11. Sub text. | 12. Anthology film. |

(8 × 3 = 24 marks)

Section B (Paragraph Writing)

*Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Explain draft script.
14. What is film noir ?
15. What is story board and what is its importance in film making ?
16. Differentiate corporate presentation from advertisement.
17. Differentiate between a biopic and documentary.

Turn over

18. Explain the steps in writing a script for a short film.
19. What is non-linear method of story telling ?

(5 × 5 = 25 marks)

Section C (Essays)

*Answer any one question.
The question carries 11 marks.*

20. What are the moral and ethical considerations in preparing a script ?
21. Comment on the relation between visuals and narration.

(1 × 11 = 11 marks)

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FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

B.V.C.

VCM 5B 12—DIGITAL VIDEO PRODUCTION—IV AUDIOGRAPHY

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 1 mark.*

1. Phantom Power.
2. Edit Playlist.
3. Super-Cardioid Microphone.
4. Mic Preamps View.
5. CODEC.
6. AAF.
7. Dynamic Range.
8. Layered Editing.
9. DAW.
10. HD MADI Digital Audio Interface.

(10 × 1 = 10 marks)

Part B

*Write short notes on all eight questions.
Each question carries 2 marks.*

11. Write notes on MIDI.
12. What is the difference between Mix Bus and Master Bus ?
13. Give an account on Trim Tool in Pro Tools.
14. What does Headphone Mix mean ?
15. What do you mean by a Clip in Pro Tools ?
16. Write a brief account on Record Safe Mode in Pro Tools.
17. Write notes on Clip-Based Gain.
18. What are Session Files in Pro Tools ?

(8 × 2 = 16 marks)

Turn over

Part C

*Answer any six of the following questions in a paragraph.
Each question carries 4 marks.*

19. Give some examples of editing/arranging tasks, that can be performed while playing back a Pro Tools session.
20. Differentiate between Fades and Cross-Fades.
21. Write an account on the uses of Markers in Pro Tools.
22. Explain the add, copy and convert options while importing files to Pro Tools sessions.
23. What is Master Recording ?
24. What is Equalisation in Pro Tools ?
25. Distinguish between NAB and DIN formats.
26. Give an account on Sample Rate Conversion Quality option in Pro Tools.
27. Explain the Track Ownership control option in Pro Tools.

(6 × 4 = 24 marks)

Part D

*Write essay on any two of the following questions.
Each question carries 15 marks.*

28. Write in detail about multiple types of Tracks provided by Pro Tools.
29. Explain various Record Modes available in Pro Tools.
30. Write in detail about different types of microphones and their characteristics.
31. Give a comparative analysis on analogue and digital audio recording techniques.

(2 × 15 = 30 marks)

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS—UG)

B.V.C.

VCM 5B 11—DIGITAL VIDEO PRODUCTION—II VIDEO EDITING

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 1 mark.*

1. Bridging Shot.
2. Invisible Cut.
3. Temp Dub.
4. Placeholder.
5. Inter Cut.
6. Histogram.
7. Alpha Channel.
8. Foley.
9. Shot Logging.
10. Married Print.

(10 × 1 = 10 marks)

Part B

*Write short notes on all eight questions.
Each question carries 2 marks.*

11. Differentiate between Cut-in and Insert Shot.
12. Write a paragraph about Final Cut Pro.
13. What is Trimming ?
14. What is Metadata in video editing ?
15. Write an account on Contrast Cut.
16. Briefly mention about the Vectorscope in FCP.
17. Write notes on Ken Burns effect in Final Cut Pro.
18. What are Video Transitions ?

(8 × 2 = 16 marks)

Turn over

Part C

*Answer any six of the following questions in a paragraph.
Each question carries 4 marks.*

19. Give an introduction to clip effects in Final Cut Pro.
20. Give a brief account on the automatic audio analysis options in Final Cut Pro.
21. Write an account on Non-linear video editing.
22. Give an account on Transcoding in Final Cut Pro.
23. What is Batch Capturing ?
24. Briefly explain the Crossfade Audio option in Final Cut Pro.
25. How can we mark In and Out points in the rushes we have in FCP ?
26. Write in brief about A/B Rolling.
27. Describe the Audio Panning process in FCP.

(6 × 4 = 24 marks)

Part D

*Write essay on any two of the following questions.
Each question carries 15 marks.*

28. Explain Levels, Reverb, Spaces and Echo Effects in FCP.
29. Only good editing can bring life to a motion picture. Elucidate the idea.
30. Explain how the 'Modern Montage' is different from the early 'Russian Montage'.
31. Write an essay on major types of Transitions used in video editing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.A. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

BVC

VCM 5B 10—THEATRE PRODUCTION

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part AI. Answer all the *ten* questions. 1 mark each :

- 1 What is audition ? Differentiate between open and closed audition ?
- 2 What are the five types of rehearsals ?
- 3 What is blocking rehearsal ?
- 4 Differentiate between up-stage and down-stage.
- 5 What is floor plan ?
- 6 What is the use of platform on stage ?
- 7 What additional information about a play can costumes provide ?
- 8 What are the elements of costume design ?
- 9 Before electricity what was used to light the performer ?
- 10 Differentiate between flood light and spot light.

(10 × 1 = 10 marks)

Part BII. Answer all *eight* questions. 2 marks each :

- 11 What is meant by soliloquy ?
- 12 Why is unity of action important ?
- 13 Define subtext.
- 14 What is symbolism ? Give examples.
- 15 Differentiate between theme and plot ?
- 16 What is meant by mise-en-scene ?

- 17 Explain the importance of props.
18 What is meant by Protagonist ?

(8 × 2 = 16 marks)

Part C

III. Answer any *six* out of eight questions. 4 marks each :

- 19 What does 'contrast' as a theatrical element refer to.
20 What is prompt book ?
21 Discuss the elements of visual composition.
22 What is experimental theatre ? Explain.
23 What are the characteristics of folk theatre ?
24 What is shading ? What are the shading devices ?
25 Enumerate the different elements of drama ?
26 Getting into a character calls for lot of homework. Elucidate.

(6 × 4 = 24 marks)

Part D

IV. Answer any *two* out of four questions. 15 marks each :

- 27 What are the steps involved in getting a play staged ?
28 Lighting is a critical aspect in theatre production. Elucidate.
29 What are the major elements of a theatre ?
30 To play a character in a convincing manner an actor must develop both outer techniques and inner emotional resources. Elucidate.

(2 × 15 = 30 marks)