

F-3816

Sub. Code

7BVC6C1

B.Sc. DEGREE EXAMINATION, APRIL 2020

Sixth Semester

Visual Communication

ELEMENTS OF FILM

(CBCS – 2017 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(10 2 = 20)

Answer **all** the questions.

1. What is production?
2. Define film style.
3. Why do we need setting?
4. Define shot and angle.
5. What is film form?
6. Define visuals.
7. Give any two properties of a cinematographer?
8. What is the meaning of duration of the image in film?
9. Define Hollywood cinema.
10. Define contemporary cinema.

Part B

(5 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Comment on principles of film.

Or

- (b) What is film genre? Explain any two film genres in Tamil Cinema.

12. (a) Why misc-en-scene is important? Explain with examples.

Or

- (b) Write a note on the importance of space and time.

13. (a) Comment on non-classical approach to Narrative films.

Or

- (b) Explain the relationship between narrative unity, ambiguity and ideology.

14. (a) Write a note on framing.

Or

- (b) Comment on National and International film festivals.

15. (a) Write an essay on development of classical Hollywood Cinema with examples.

Or

- (b) Write a note on Italian Neo-realism (1942-1951) with suitable reference.

Part C

(3 10 = 30)

Answer any **three** questions.

16. Differentiate the structure and concept of narrative and non-narrative form with suitable example.
 17. Examine the important aspects and functions of misc-en-scene.
 18. 'Style as a formal system' – Explain your answers with suitable reference.
 19. Write a note on the following :
 - (a) Photographic image.
 - (b) Montage and Long Take.
 20. Comment your views on French Impressionism, German expressionism and surrealism.
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F-3817

Sub. Code

7BVC6C2

B.Sc. DEGREE EXAMINATION, APRIL 2020

Sixth Semester

Visual Communication

FILM STUDIES

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 2 = 20)

Answer **all** questions.

1. What is meant by SFX?
2. What is panning shot?
3. Define cinema.
4. What is meant by auteur?
5. Who are film audience?
6. What is hero worship?
7. Write any two movies of Ingmar Bergman.
8. What is audience positioning?
9. Define camera.
10. What is meant by title graphics?

Part B

(5 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write a film review for the highly acclaimed film, "Nadigaiyar Thilagam".

Or

- (b) What are the qualities required to be a film critic?

12. (a) Write any two elements of mise en scene.

Or

- (b) Write short notes on narrative and non narrative films.

13. (a) Discuss the role of women in Tamil feature films.

Or

- (b) "French wave cinema changed cinema and created the auteur" – Explain.

14. (a) Explain the impact of cinema among the youth.

Or

- (b) Write short notes on German expressionism.

15. (a) Discuss the roles and responsibilities of film director.

Or

- (b) Write a note on anyone film of Satyajit Ray.

Part C

(3 10 = 30)

Answer any **three** questions.

16. Trace the origin of cinema.
 17. Give a detailed note on film genres with suitable examples.
 18. Discuss the various types of camera movements with appropriate examples.
 19. Analyze the effect of cinema in society.
 20. Examine the significance of soviet montage cinema with special reference to Sergei Eisenstein.
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F-3811

Sub. Code

7BVC1C1

B.Sc. DEGREE EXAMINATION, APRIL 2020

First Semester

Visual Communication

**INTRODUCTION TO HUMAN COMMUNICATION AND
VISUAL COMMUNICATION**

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define communication.
2. Why do we need visuals?
3. Mention the 7C's of communication.
4. Who is sender?
5. What is proxemics?
6. What do you understand by the term paralanguage?
7. What is mass-line communication?
8. What is the meaning of red and yellow colour in communication?
9. What is implementation?
10. Define strategy design.

Part B

(5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Differentiate human and visual communication with examples.

Or

- (b) Why do we need communication? Explain its importance.

12. (a) Comment on body language.

Or

- (b) Explain the impact on human communication with suitable examples.

13. (a) Write a note on western theories and models.

Or

- (b) Differentiate the concept of Intra and Interpersonal communication.

14. (a) What is optical illusion? Explain.

Or

- (b) Explain the principles of visual and sensory perceptions.

15. (a) Why do we need planning? Explain the evaluation process of strategic communication planning.

Or

- (b) 'Communication for development' – Explain.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Trace the history, development, nature and scope of communication and human communication.
 17. Discuss the process and levels of communication with suitable examples.
 18. Define verbal and non-verbal communication. Explain its characteristics with examples.
 19. Why do we need colour psychology? Explain its role, importance and theory.
 20. What are the effective ways to communicate your strategic plan to employees? Discuss.
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F-5264

Sub. Code

7BVC4C1

**B.Sc. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Fourth Semester

Visual Communication

MEDIA PRODUCTION AND MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define "TPTV".
2. Idea generation is a part of _____
3. Which ministry is control 'All India Radio'?
4. When was Internet launched in India?
5. What is flogging?
6. Who is anchor?
7. What is pipe grid?
8. What is the purpose of transmitter?
9. Which was the first vernacular paper in India.
10. When, who radio invented?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Enumerate any three most popular television channels in India.

Or

- (b) What is the importance of circular department of any newspaper organisation?

12. (a) What are the two main categories of radio services?

Or

- (b) What is the function of 'TRAI'?

13. (a) Narrate about 'The information Technology Act'?

Or

- (b) What are the impact of new media on Traditional media?

14. (a) What are the process in television production?

Or

- (b) What are the lightings used in television broadcasting?

15. (a) Define piracy. What are the types of piracy?

Or

- (b) Distinguish Analogue and Digital Television.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. “Freedom of information through the media is critical for the well being of the natural culture”. Analysis.
 17. What are the newspaper categories?
 18. Elaborate the development of Television media in India?
 19. What is social media? What are the types of social media?
 20. Give an elaborate account of various equipments required for television production.
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