

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U2CRBBA6 : CINEMA STUDIES
(For Regular - 2019 Admission & Supplementary 2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the Following (1 mark each)**

1. What is cross cutting?
2. What is Montage?
3. What is a production stage?
4. What is avant-garde ?
5. What is non synchronized sound?
6. What is OTS?

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. What is intellectual Montage? Give an example
8. Difference between Rough Cut and Final Cut.
9. State the difference between story and script.
10. Explain censorship in india.
11. State three difference between Documentary film and Narrative film.
12. Briefly explain what is Animation film.
13. List any two french new wave film.
14. Differentiate synchronized and non synchronized sound.
15. Who are the Lumiere Brothers ?
16. What is a Location Hunt In Film?

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. What is Neo Realism? Explain
18. Classify Production in film.
19. Write the importance of colour and sound in movie with example.
20. What are the six elements of edit?
21. Write an essay on the three major genres.
22. What are the Characteristics of The silent Era?
23. Explain any two major movements in film history with example.
24. What are the rules of visual grammer? Explain each factor in detail.

(5 x 5 = 25)

Section D**Answer any 2 (15 marks each)**

25. Explain the Psychological Effect of Colours in Films.
26. Write a detailed review about your favourite action film.
27. Describe a character who changes dramatically from the beginning to the end of a movie. Write about why the character changes, how he or she expresses these changes, and whether or not you think the character's changes are realistic and why.
28. Explain Pioneers in Classic Hollywood cinema.

(15 x 2 = 30)