

M. A. DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**SEMESTER 3 : CINEMA AND TELEVISION****COURSE : 21P3CTVT05 : MEDIA BUSINESS AND PRACTICE***(For Regular - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

PART A**Answer any 8 questions****Weight: 1**

1. What is defamation? (U)
 2. What are the functions of a storyboard? (An)
 3. Write a short note on production for Web. (U)
 4. Distinguish between a feature film and a short film. (An)
 5. Write a note on visual effects. (U)
 6. What is meant by film promotion? (U)
 7. Write a note on dubbing. (U)
 8. Write a note on IFFI. (U)
 9. What is meant by team building? What is its function? (U)
 10. What is meant by locking the content? (U)
- (1 x 8 = 8)**

PART B**Answer any 6 questions****Weights: 2**

11. How does the movie production - distribution - exhibition channel work? Illustrate with examples. (An)
 12. What is CBFC? Write about the classification of films in India by CFBC. (U)
 13. Explain the guiding principles of team building. (U)
 14. Explain the concept of stakeholders in a film production project. (U)
 15. Give the elements of a 1-pager movie pitch. (U)
 16. How are film production projects unique from other types of projects? (An)
 17. Explain the stages in quality management of a project. (U)
 18. Write on the leadership roles of a film Director. (U)
- (2 x 6 = 12)**

PART C**Answer any 2 questions****Weights: 5**

19. Discuss the stages of film and TV business research. Explain the film target audience. (An)
 20. Analyse and compare the project management in film, TV and filmmaking. (An)
 21. Evaluate the workflow and value evaluation in the post production of a film, TV serial, and Web series. (E)
 22. Explain the process media planning and the steps in developing a media plan. Discuss how media research help in media planning. (E)
- (5 x 2 = 10)**

OBE: Questions to Course Outcome Mapping

| CO | Course Outcome Description | CL | Questions | Total Wt. |
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;