

Reg. No .....

Name .....

23U474

**BBA DEGREE END SEMESTER EXAMINATION : MARCH 2023**

**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U4CPBBA4: TELEVISION PRODUCTION AND PLANNING**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. What is frequency distortion?
2. What is a boom mic?
3. What is direct sound?
4. What is condenser microphone ?
5. What is electronic field production?
6. What is a dialouge?
7. Explain offline editing.
8. What is PCR

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Explain Montage editing.
10. Write short note about first malayalam channel.
11. What is foley?
12. What is wavelength?
13. What is resonance?
14. Explain the responsibilities of a news reporter.
15. Who is a gaffer?
16. What is a talent release?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Explain the responsibilities of a video editor during production.
18. Explain continuity editing.
19. Do you think multi track recording is better than single track recording? Explain.
20. Explain with examples various polar pattern microphones.
21. What are the various video formats?
22. What are the three basic forms of television programs?

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Explain the use of music as a component in television and film production with suitable examples.
24. Explain studio lighting.

25. Explain the use and importance of sound with reference to the movie Slumdog Millionaire.
26. Explain different types of editing and editing techniques.

**(10 x 2 = 20)**