

M. A. DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 3 : CINEMA AND TELEVISION****COURSE : 21P3CTVT05 : MEDIA BUSINESS AND PRACTICE***(For Regular - 2022 Admission and Supplementary - 2021 Admission)*

Duration : Three Hours

Max. Weights: 30

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

1. What is filmmaking content? (U)
2. What is meant by demographic information? (U)
3. What is meant by goal of a project? (U)
4. What is the project execution phase in film production? (U)
5. Write a note on CGI. (U)
6. What is distribution in theatre? (U)
7. Write a note on Kerala Chalachitra Academy. (U)
8. What is Anti Competitive Agreement? (U)
9. What is media planning? (U)
10. What are the roles of a line producer? (U)

(1 x 8 = 8)**PART B****Answer any 6 questions****Weights: 2**

11. Write a note on editing and post-production of a web series. (An)
12. Write a note on shooting location management. (U)
13. Write on the different types of financing in film production. (U)
14. Write a note on the concept of Art design. (An, CO 2, CO 3, CO 4)
15. Write notes on: (i) Hate speech (ii) Sediton. (U)
16. Explain the different functions of management. (U)
17. Write a note on the core group of production team. (U)
18. Write a note on curation of films. (U)

(2 x 6 = 12)**PART C****Answer any 2 questions****Weights: 5**

19. Discuss the steps in the process of team building. Elaborate on the strategies that can be used for team building. (E)
20. Summarise the process of managing the different stages in film production. (E)
21. Discuss the stages of film and TV business research. Explain the film target audience. (An)
22. Explain in detail -Statement of Work, Work Breakdown Structure, Gantt Chart and Risk Register. (U)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
CO 2	Design a film production project	Cr	14	2
CO 3	Develop an appropriate team for the project	Cr	14	2
CO 4	Examine the quality of the project	E	14	2

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;