

Reg. No .....

Name .....

24P301

**M. A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**

**SEMESTER 3 : CINEMA AND TELEVISION**

**COURSE : 21P3CTVT05 : MEDIA BUSINESS AND PRACTICE**

*(For Regular 2023 Admission and Supplementary 2022/ 2021 Admissions)*

Duration : Three Hours

Max. Weights: 30

**PART A**

**Answer any 8 questions**

**Weight: 1**

1. Who is a film distributor? Give any two examples. (U)
2. What is media planning? (U)
3. What is meant by script? (U)
4. Write a note on IFFK. (U)
5. What is meant by workflow? Explain. (A)
6. Give the meaning of shot list. What is its purpose? (U)
7. What is meant by team spirit? (U)
8. What is content in a film? (U)
9. Write a note on the Casting Department. (U)
10. Write a note on film gauges. (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. What are the components identified in script breakdown? (U)
13. Explain the concept of stakeholders in a TV production project. (U)
14. Write notes on: (i) Defamation (ii) Obscenity (U)
15. Analyse the process of movie distribution. (An)
16. Write about the main Assistant Directors in film production. (U)
17. Write a note on the blurred boundaries of the different stages of production from the perspective of a production designer. (An, CO 2, CO 3, CO 4)
18. Write a note on the different levels of management. (U)

**(2 x 6 = 12)**

**PART C**

**Answer any 2 questions**

**Weights: 5**

19. Elaborate on the five stages of project management. (An)
20. Explain the process media planning and the steps in developing a media plan. Discuss how media research help in media planning. (E)
21. Write an essay on the business models in filmmaking. (U)
22. Summarise the process of managing the different stages in film production. (E)

**(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	17	2
CO 3	Develop an appropriate team for the project	Cr	17	2
CO 4	Examine the quality of the project	E	17	2

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