

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CPBBA4 : TELEVISION PRODUCTION AND PLANNING***(For Regular 2023 Admission and Improvement/Supplementary 2022/ 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Explain sound editing.
2. What is a pilot track?
3. Explain Pre-production.
4. What is frequency distortion?
5. What is PCR.
6. What is commentative sound?
7. Explain the use of a tripod.
8. What is Montage?

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is microphone polar pattern?
10. What is rigging?
11. What is sound? What are the basic principles of sound?
12. Write short note about first malayalam private channel.
13. Who is a audio operator?
14. What happens in an MCR?
15. Explain ADR.
16. Explain the responsibilities of a production manager.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Briefly explain about the production team in tv production.
18. Differentiate linear and non linear editing.
19. Explain perception of sound.
20. What is target audience ?
21. Why is floor manager important in studio production? Explain the duties of a floor manager.
22. What are the components of sound track in television?

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Explain different types of editing and editing techniques.
24. Explain different types of microphones with their uses.
25. Explain the single and multi-track recording and the process of multi-track recording.
26. Explain multi camera setup.

(10 x 2 = 20)