

Name .....

Reg. No .....

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026****SEMESTER 6 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U6CPBBA06 : CINEMA STUDIES***(For Regular 2023 Admission and Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. What is Animation film?
2. Breaking 180 degree rule may leads to -----
3. What is a settings?
4. What is a shot?
5. What is Spot Editing?
6. What is the role of a Cinematographer in the film production process?
7. What is Screenplay?
8. What is mean by editing?

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

9. What is production in film making and what tasks are involved?
10. What is continuity of sound?
11. What is a storyboard?
12. Who is Andre Bazin?
13. How do you ensure all necessary equipment, props, and special effects are ready for filming?
14. What is mean by location hunting?
15. State any 2 difference between Documentary films and Narrative films.
16. Explain briefly censorship in India and America.

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

17. Explain different kinds of Montage.
18. In what ways has the use of color changed in recent years in the film industry?
19. Explain the characteristics of setting.
20. What is the impact of social media on film marketing and reception?
21. Explain the importance of colour and sound in movie with example.
22. Difference between Fiction and documentary.

**(5 x 4 = 20)**

**PART D**

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

23. Evaluate the ways in which social media platforms have changed the way films are marketed and received by audiences.
24. Analyze the role of conflict in a superior screenplay. How does conflict drive the plot and character development, and what are some effective ways to create and resolve conflict in a screenplay?
25. How pictures can speak? Examine the factors that help in the process of visual communication.
26. Write a detailed review about your favourite action film.

**(10 x 2 = 20)**