

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)

Branch –VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE – II PR AND EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 What is the primary function of Public Relations (PR)?
 - (i) To create advertisements
 - (ii) To foster positive public opinion and manage reputation
 - (iii) To produce news stories
 - (iv) To sell products directly
- 2 Which of the following is a PR tool?
 - (i) Survey
 - (ii) Press conference
 - (iii) Television commercial
 - (iv) Flyer distribution
- 3 Which stage in PR involves analyzing the impact of a PR campaign?
 - (i) Planning
 - (ii) Research
 - (iii) Implementation
 - (iv) Evaluation
4. What is the purpose of crisis management in PR?
 - (i) To increase profits
 - (ii) To handle and mitigate negative situations affecting an organization
 - (iii) To manage employee relations
 - (iv) To organize events
- 5 Who is primarily responsible for coordinating all aspects of an event?
 - (i) Event sponsor
 - (ii) Event manager
 - (iii) Media relations manager
 - (iv) Corporate manager

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze the role of public opinion in shaping PR strategies.
OR
b Explain the difference between publicity and propaganda. Provide examples to illustrate how each is used in PR campaigns.
- 7 a Explain the stages of PR planning and implementation. How can each stage impact the success of a PR campaign?
OR
b Critically evaluate the importance of community relations in PR. How does it affect an organization's reputation?

Cont...

- 8 a Examine the role of PR in government sectors. How does it differ from PR practices in the private sector?
OR
b Analyze the challenges faced by PR professionals working in NGOs compared to corporate PR.
- 9 a Analyze the responsibilities of an event manager in ensuring the success of an event.
OR
b Evaluate the importance of risk management and safety considerations in event planning.
- 10 a Explain the project management lifecycle in the context of event management.
OR
b Critically assess the impact of cultural and festival events on corporate branding.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks
(One Question from each unit)

(5 x 6 = 30)

- 11 a Analyze the differences and similarities between PR practices in the corporate and NGO sectors.
OR
b Evaluate how digital media has transformed PR and event management practices.
- 12 a Discuss the ethical implications of PR campaigns in political parties and government.
OR
b Explain how PR can play a role in crisis communication within healthcare institutions. What are the challenges involved?
- 13 a Apply the principles of PR to design a basic campaign outline for a new product launch.
OR
b Explain the five essential elements of PR and discuss how they interrelate in successful PR campaigns.
- 14 a Explore the unique PR requirements in sectors such as healthcare and defense. How do they differ from other sectors?
OR
b Critically assess the importance of PR in charitable institutions. How does PR help them achieve their goals?
- 15 a Explain the financial planning process in event management. Why is budgeting crucial for event success?
OR
b Discuss the impact of globalization on PR practices in multinational corporations.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Sixth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DISCIPLINE SPECIFIC ELECTIVE – II: MEDIA MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of _____.
(i) business enterprises. (ii) mass enterprises.
(iii) digital enterprises. (iv) media enterprises.
- 2 An important shift associated with convergence and social media is the rise of _____, with users changing from audiences to participants.
(i) user-created content (ii) technology-created content
(iii) audience-created content (iv) medium-created content.
- 3 To adopt techniques which are more economical than the conventional approach and which enable you to make programmes in a style is called _____.
(i) alternative thinking (ii) technical standard
(iii) multi-skilling (iv) out-sourcing
- 4 A person who ensures an interactive media product meets the needs of its intended audiences through analysis, evaluation and testing of the user experience is known as:
(i) Usability Specialist (ii) SEO Specialist
(iii) Information Architect (iv) Content Strategist
- 5 _____, the most profound form of advertising and marketing, is a glamorous and thrilling profession.
(i) Media Management (ii) Risk Management
(iii) Crisis Management (iv) Event Management

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Outline the fundamentals of management.
OR
b State the objectives of media management.
- 7 a Describe monopolies and oligopolies in media.
OR
b Classify the types of media ownership in India.
- 8 a Summarise the functions of media organization.
OR
b Explain the process involved in managing high profile personalities including celebrities.

Cont...

- 9 a Analyse the strategies involved in generating revenue for an electronic media organization.

OR

- b Compare the types of sponsorships and advertisements available for a media organization.

- 10 a How important is budgeting while planning an event?

OR

- b Narrate the types of events that are organized by event companies.

SECTION - C (30 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss the principles of media management.

OR

- b Summarise the functions of media department in an event management firm.

- 12 a Compare the pattern of media ownerships available in Indian media institutions.

OR

- b Distinguish between mergers and acquisitions as seen in Indian Media Industry.

- 13 a Identify how media scheduling is done for a programme to attract high viewing patterns.

OR

- b Examine the challenges involved in media planning in an over populated country like India.

- 14 a Analyse the online distribution pattern of films and other on demand video contents prevalent in the India.

OR

- b 'Digital marketing and social media are trending among young audience and net users' – Discuss.

- 15 a Highlight the principles and methods of organizing an event.

OR

- b Point out the tools that can be used for promotion of an event.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

SCRIPT WRITING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 What is the first stage of the scripting process?
(i) Treatment (ii) Idea
(iii) Research (iv) Storyboard
- 2 What is the main difference between fiction and non-fiction scripting?
(i) Fiction scripts are always longer.
(ii) Non-fiction scripts rely on factual information.
(iii) Fiction scripts do not require research.
(iv) Non-fiction scripts have no narrative structure.
- 3 Which structure is commonly used in dramatic storytelling?
(i) Linear structure (ii) Circular structure
(iii) Rhetorical structure (iv) Narrative structure
- 4 What is the purpose of characterization in a script?
(i) To outline the plot (ii) To develop and define the characters
(iii) To create the setting (iv) To format the script
- 5 In scriptwriting, what does "adaptation" refer to?
(i) Changing the script format
(ii) Modifying a story from one medium to another
(iii) Organizing information
(iv) Analyzing audience responses

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Describe how visual thinking can enhance the development of a script idea.
OR
b Illustrate the steps involved in transitioning an idea into a research phase.
- 7 a Apply the process of creating a treatment to develop a basic storyline.
OR
b Analyze the role of research in refining an initial script idea.
- 8 a Describe the differences between scripting for fiction and non-fiction films.
OR
b Examine the unique challenges in scripting for animation movies.

Cont...

- 9 a Apply characterization techniques to create a profile for a fictional character.
OR
b Analyze the role of theme in enhancing the depth of a fiction script.
- 10 a Analyze the adaptation process when transforming a book into a screenplay.
OR
b Propose an original theme for a short fiction script and outline the rising/falling actions

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Develop a short fiction scene and assess, its alignment with narrative and dramatic structures.
OR
b Formulate a new approach for adapting complex themes into simple, short fiction forms.
- 12 a Describe different types of information sources that support program research on script.
OR
b Outline the key steps in processing qualitative and quantitative information.
- 13 a Apply observational techniques to develop a realistic scene.
OR
b Identify the types of interviews best suited for non-fiction research.
- 14 a Analyze how statistical data can enhance the authenticity of a documentary script.
OR
b Compare the effectiveness of interviews and historical documents as research sources.
- 15 a Describe key considerations, when scripting for a science-focused program.
OR
b Design a commercial script outline that considers audience engagement, message, and tone.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE – I: MEDIA STUDIES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The term media is defined as
 - (i) Picture
 - (ii) Means of communication
 - (iii) A current style
 - (iv) A study of symbols
- 2 Radio News are also edited according to ----- form
 - (i) Inverted Pyramid
 - (ii) Join Line
 - (iii) Vessel
 - (iv) Article
- 3 Fiction means
 - (i) Documentary
 - (ii) News report
 - (iii) Imaginary Events
 - (iv) material
- 4 Which is the first indigenous feature film in India?
 - (i) Pundalik
 - (ii) Alam Ara
 - (iii) Sant Tukaram
 - (iv) Raja Harishchandra
- 5 ----- is an advantages of online communication
 - (i) Information overload
 - (ii) Flexibility of time and space
 - (iii) Only text based
 - (iv) Documented

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a What is photojournalism?
OR
b Define and explain the importance of aesthetic sense in media.
- 7 a Write the advantages of FM Radio.
OR
b What is the use of community radio?
- 8 a Mention the formats of TV programme.
OR
b What do you mean by realism?
- 9 a What is sound anchorage?
OR
b Write a note on deconstruction.
- 10 a How does podcasting differ from traditional radio broadcasting?
OR
b What role does verisimilitude play in making characters and events in a story?

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Define and discuss the role of semiotics in media.
OR
b Why do we need theories? Explain the theories of representation.
- 12 a How can radio be used as an effective tool to raise awareness about social issues and inspire change in communities?
OR
b Comment on the pros and cons of digital audio broadcast.
- 13 a Discuss the history, development and genres of Television.
OR
b Mention and explain the importance of ownership and control in TV media.
- 14 a. What is Mise-en-scene? Explain its elements.
OR
b Differentiate – film appreciation and film criticism.
- 15 a Specify the difference between traditional and new media.
OR
b Elaborately discuss the characteristics of new media with examples.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

MAJOR ELECTIVE COURSE I - FILM ANALYSIS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Identify the correct meaning of Mise-en-scene.
(i) Editing knowledge (ii) Writing technique
(iii) Staging of a play (iv) Music composition
2. Which one of the following is a film or video representation of actual (not imaginary) subjects?
(i) Documentary film (ii) Advertisement
(iii) Hollywood film (iv) Animation
3. What is the main light in a Three-point lighting setup?
(i) Backlight (ii) Key light
(iii) Fill light (iv) Background light
4. Find the correct meaning of the term 'Montage'.
(i) Assembly (ii) Editing
(iii) Scene composition (iv) Both (i) & (ii)
5. Central Board of Film Certification (CBFC) functions under the provisions of _____.
(i) Films Division of India (ii) Prasar Bharati
(iii) NFDC (iv) Cinematograph Act 1952

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. 'Viewers form expectations while watching a film and interact with it' – Discuss the statement.
OR
b. Compare the types of actors based on their specialization.
7. a. Outline the importance of Empty space in composing a shot.
OR
b. 'Sometimes the filmmakers comment on the world outside the frame' - Describe the statement with one example.
8. a. Explain the importance of lighting in creating meaning and mood.
OR
b. Analyse the features of music in directing viewer's attention.

Cont...

9. a. Discuss the sources of the fictional film.
OR
b. Prepare a model storyboard for Close, Mid, and Long Shot.
10. a. Explain the elements of Film appreciation.
OR
b. Analyse the influence of society and culture in film.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a. Classify the components of mise-en-scene with examples.
OR
b. Differentiate the Explicit and Implicit meaning of a film with examples.
12. a. Compare the importance of symmetrical and asymmetrical compositions.
OR
b. Categorize the types of fictional films based on their characteristics.
13. a. Examine the style of a cinematographer of your choice concerning film look and mood.
OR
b. Analyze how editing techniques and aesthetics contribute to the film narrative.
14. a. Classify film genres based on stylistic categories.
OR
b. Examine the importance of Screenplays and Shooting scripts in filmmaking.
15. a. 'Film Budgets are important beyond the cost of production – Discuss the statement.
OR
b. Detail the classifications of film censorship in India.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

CINEMATOGRAPHY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. What does the term "aspect ratio" refer to in cinematography?
(i) The number of frames per second
(ii) The focal length of the lens
(iii) The height and width ratio of the film frame
(iv) The density of the film stock
2. What is the film gauge size used in IMAX film cameras?
(i) 35mm (ii) 65mm
(iii) 70mm (iv) 16mm
3. What is 'chiaroscuro'?
(i) a lens aberration (ii) a light and shade effect
(iii) warped negative film (iv) warped negative film
4. Which aspect ratio is commonly used in widescreen filmmaking?
(i) 4:3 (ii) 16:9 (iii) 2.35:1 (iv) 1.85:1
5. Define Hard light in cinematography.
(i) Soft, diffused shadows with no defined edges
(ii) Sharp, well-defined shadows with strong contrast
(iii) A natural, even light distribution across the frame
(iv) Light that bounces off walls and ceilings to fill the scene

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Describe the concept of cinematic constructions in filmmaking.
OR
b. How did Technicolor impact the film industry, and what films popularized its use?
- 7 a. Explain the factors that should be considered when selecting the appropriate aspect ratio for movies.
OR
b. Show the key features of Steadicam used in cinematography.
- 8 a. Explain in detail about the importance of Immersive sound cinema.
OR
b. Examine how lens perspective will change the viewers mind.

Cont...

- 9 a. Outline the role and impact of depth of field in cinematography.
OR
b. Analyze the rack focus techniques to enhance storytelling in film.
- 10 a. Explain the low key and high key lighting techniques in filmmaking.
OR
b. Bring out the importance of lighting techniques in gobos and shadows.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a. Discuss the significance of framing and composition in cinematography. How can different framing choices evoke specific emotions in the audience?
OR
b. Examine the relevance of five Cs of cinematography in filmmaking.
- 12 a. Differentiate the common aspect ratios, such as 16:9 and 2.35:1, and how do they affect the viewer's experience?
OR
b. Highlight the key differences between interlaced and progressive scanning in terms of image quality and motion representation.
- 13 a. Outline the advantages of using digital cinematography cameras compared to traditional film cameras in modern filmmaking.
OR
b. Examine the uses of viewfinders and monitors for framing and focusing in cinematography.
- 14 a. Enumerate the factors that a cinematographer should consider when deciding between spherical and anamorphic lenses for filmmaking.
OR
b. Analyze how t-stop and f-stop measurements differ in their implications for exposure and depth of field in cinematography.
- 15 a. Discuss the key composition techniques and the challenges posed by lighting constraints in cinematography.
OR
b. Select the various methods used by cinematographers to visually represent themes and character development in narrative.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

TELEVISION PRODUCTION TECHNIQUES

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Name the work involved after production.
(i) Scripting (ii) Location scouting
(iii) Storyboarding (iv) VFX
- 2 Identify the colour temperature at which white objects on film actually look white.
(i) Colour balance (ii) Colour temperature
(iii) White balance (iv) Colour wheel
- 3 Name the set of clothes worn by the actor.
(i) Makeup (ii) Costume
(iii) Mise en scene (iv) Props
- 4 Find the below which creates awareness of public interest.
(i) PSA (ii) Commercial
(iii) Advertisement (iv) All
- 5 Mention the name of the editing done in studio.
(i) Live editing (ii) Instantaneous editing
(iii) Online editing (iv) Offline editing

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the pros and cons of digital television.
OR
b Describe the various works in production stage.
- 7 a Classify microphone based on pickup pattern.
OR
b Explain depth of field.
- 8 a How costume design is important in television production?
OR
b Explain various light controlling equipments.

Cont...

- 9 a How news production is done in television?
OR
b Outline the advantages of multi camera production.
- 10 a How editing is important in television production?
OR
b Describe what is not covered by copyright?

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Examine the stages of television production.
OR
b Analyze the roles and responsibilities of production manager.
- 12 a Discuss how a video camera works?
OR
b Identify various camera movements used in television production.
- 13 a Discuss three point lighting technique with a diagram.
OR
b Examine the importance of lighting in television production.
- 14 a Discuss the process of commercial production.
OR
b Distinguish between live and recorded production.
- 15 a Enumerate the process of Non Linear Editing.
OR
b Differentiate between linear and non-linear editing.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch - VISUAL COMMUNICATION (ELECTRONIC MEDIA)

DIGITAL SOUND, IMAGE AND LIGHT PROCESSING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Human hearing is most sensitive around a) 10 Hz b) 4 kHz c) 18 kHz d) 25 kHz	K1	CO1
	2	To distinguish between the sound of a nadaswaram (flute) and a mirudangam (table) a) Timbre b) Space c) Phase d) Snare	K2	CO2
2	3	In a noisy environment, most people have the ability to listen to one conversation at a time, this is called a) Cocktail party effect b) Distance perception c) Auditory streaming d) Tones	K1	CO2
	4	The ratio of screen width to screen height is a) Aspect ratio b) Scanning c) Interlaced d) Resolution	K2	CO2
3	5	Measurement of light falling on a surface or source display a) Colour b) Brightness c) Pixel d) Picture	K1	CO3
	6	Candella per meter squared may also be referred to as a) Nits b) Scaling c) Surface d) Sone	K2	CO3
4	7	In digital, the difference between brightness of an ON pixel and an OFF pixel is a) Contrast b) Sharpness c) Hue d) Saturation	K1	CO4
	8	Ability to recognize images and text from the background is a) Passive viewing b) Full motion c) Screen format d) Matrix	K2	CO4
5	9	What does the acronym CCT stand for? a) Complementary Colour Temperature b) Corrected Colour Temperature c) Correlated Colour Temperature d) Compensated Colour Temperature	K1	CO3
	10	Which one of the following denotes the difference between the lightest and darkest parts of an image in a display? a) Contrast b) Brightness c) Colour d) Hue	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Distinguish fundamental frequency and its harmonics. Simplify the same with wave diagrams.	K2	CO1
		(OR)		
	11.b.	Infer how sound behaves in an enclosure. Interpret the chances of echo, and reverberation in that space.		
2	12.a.	Categorize Western and Indian music based on musical notes, tones, semitones, interval and ragas.	K4	CO2
		(OR)		
	12.b.	With a graph, demonstrate Equal loudness contours and loudness level.		
3	13.a.	Inspect the concept behind analog to digital conversion and examine the logic behind higher quantization and higher definition.	K5	CO3
		(OR)		
	13.b.	Explain why we need to convert sound pressure level into Decibel (dB) level.		
4	14.a.	Identify any seven light sources based on its types, construction and colour temperature.	K3	CO4
		(OR)		
	14.b.	Infer and summarize the effect of light and colour on visual aesthetics and the biological influence on human system.		
5	15.a.	Explain the relationship between light and human eye. List any two characteristics of light based on a medium and surface.	K4	CO5
		(OR)		
	15.b.	Discuss how adaptation of digital technology and energy efficient lightings in media production helps in sustainability.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Construct how human ear perceives sound, beginning from the (i) "Pinna" to (ii) the ear canal, (iii) the middle ear, (iv) the inner cochlea and identify its purposes.	K4	CO1
2	17	Appraise the advantages of digital sounds' lossless compression and its adaptation in all professional devices.	K5	CO2
3	18	Illustrate "Visible Light Spectrum", identify the colours' frequency in nano meter. Infer how CCD or CMOS converts to luminance and chrominance.	K4	CO3
4	19	Demonstrate basic law of illumination. How does light and colour meter measure the illumination?	K4	CO4
5	20	Propose appropriate display systems like (i) Digital Light Processing, (ii) Liquid Crystal Display, (iii) Organic Liquid Emitting Diode, (iv) Quantum LED for small indoor and open	K5	CO5

Z-Z-Z END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

INTRODUCTION TO COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The communication channel that is most suitable for conveying complex information? a.Verbal b. non-verbal c. written d. face-to-face	K1	1
	2	The process of interpreting and understanding messages is called? a.encoding b. decoding c. feedback d. noise	K2	1
2	3	The primary function of media is to? a.information b. entertainment c.education d. all the above	K1	2
	4	Who is considered the father of mass communication? a.Harold Lasswell b.Paul Lazarsfeld c.Marshall Mc Luhan d.Wilbur Schramm	K2	2
3	5	The primary function of newspaper is to give? a.entertainment b.education c. information dissemination d. advertising	K1	3
	6	Which print media format is known for its in-depth analysis and feature articles? a.Tabloid b. broadsheet c.magazine d.newsletter	K2	3
4	7	The primary function of a radio broadcast console is? a.audio mixing b. signal transmission c.sound effects d.music playback	K1	4
	8	The radio broadcasting format which focuses on talk shows and discussions? a.music radio b.sports radio c.news/talk d.public radio	K2	4
5	9	The primary characteristics of new media is? a.analog b. interactivity c. static d.linearity	K1	5
	10	Which film genre emphasizes action and thrills? a.action b.comedy c.drama d.romance	K2	5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Outline the advantages if interpersonal communication.	K2	CO1
		(OR)		
	11.b.	Explain the process of communication with a diagram.		
2	12.a.	Detail the purpose of mass communication.	K2	CO2
		(OR)		
	12.b.	Compare propaganda and advertising.		
3	13.a.	Plan and illustrate the layout of a front page newspaper.	K3	CO3
		(OR)		
	13.b.	Write how podcast can be made use for educational purpose.		
4	14.a.	Discover the different types of broadcasting used for entertainment.	K4	CO4
		(OR)		
	14.b.	Write the functions of Radio medium.		
5	15.a.	List out the different film genres that entertain the audiences through OTT platforms.	K4	CO5
		(OR)		
	15.b.	Examine how mobiles phones are entertaining the students in the contemporary world.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain verbal and non-verbal communication.	K2	CO1
2	17	Identify the role of propaganda in public communication.	K3	CO2
3	18	Plan a poster layout for swachh bharath public service announcement.	K3	CO3
4	19	Do you think that Radio is the most reliable tool for disaster management – justify?	K4	CO4
5	20	Explain the role of YouTube channels in the contemporary world.	K6	CO5

Z-Z-Z END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

DIGITAL PHOTOGRAPHY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A Digital image is made up of thousands of a. Pixels b. Bitmap c. Resolution d. Vector images	K1	CO1
	2	SLR means a. Semi lens reflector b. System linear remote c. Single lens reflex d. Specifications of lens range	K2	CO1
2	3	Aperture means a. Controls the size of the hole b. Controls speed of shoot c. Controls ccd d. Shutter opening	K1	CO2
	4	Amount of light that falls in to the sensor of the camera a. White balance b. Depth of field c. Exposure d. Three point lighting	K2	CO2
3	5	The light source that casts sharp, well define shadows is called _____ a. Key Light b. Fill Light c. Set Light d. Hard Light	K1	CO3
	6	Ambient light a. Backlight b. Available light surrounding c. Artificial light d. Natural Light	K2	CO3
4	7	Which type of photography involves capturing images from above, often using drones or airplanes? a. Macro Photography b. Aerial Photography c. Food Photography d. Underwater Photography	K1	CO4
	8	Photojournalism is a type of photography that focuses on capturing _____ to tell a news story. a. Staged scenes b. Fictional characters c. wildlife in motion d. Real-life events	K2	CO4
5	9	The tool allows you to copy one area of the layer to another area of the layer. a. Clone stamp b. Magic wand c. Marquee d. Gradient	K1	CO5
	10	_____ is a raster graphics editor (with significant vector graphics functionality). a. Adobe illustrator b. Adobe Photoshop c. Adobe Dreamweaver d. Adobe flash	K2	CO5

SECTION - B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Mention the various types of photography accessories and explain its advantages.	K1	CO1
		(OR)		
	11.b.	Define and explain the benefits of the file formats.		

Cont...

2	12.a.	What is depth of field, and how does it affect the focus and overall impact of an image?	K2	CO2
	(OR)			
	12.b.	What is the "rule of thirds," and how does it enhance the composition of a photograph?		
3	13.a.	Describe the differences between natural indoor lighting and artificial indoor lighting. How do they impact the mood and quality of a photograph?	K5	CO3
	(OR)			
	13.b.	Explain the difference between warm and cool color temperatures. How do photographers adjust color temperature to suit different lighting conditions?		
4	14.a.	How do composition, lighting, and subject choice contribute to effective visual storytelling in photography?	K4	CO4
	(OR)			
	14.b.	How can lighting techniques be used in advertising photography to highlight the features of a product		
5	15.a.	Discuss the importance of Light room techniques.	K5	CO5
	(OR)			
	15.b.	How does the choice of studio equipment, such as lighting and backdrops, impact the quality of digital images in a photography studio?		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Draw and discuss the merits of DSLR camera.	K1	CO1
2	17	Classify various types of Lens, Shots and angles used in photography with suitable examples.	K2	CO2
3	18	Define and explain the characteristics of Lighting and Explain the role of lighting in photography.	K2	CO3
4	19	Discuss the ethical responsibilities of a photojournalist. How does a photographer balance storytelling with truth and objectivity?	K3	CO4
5	20	What is the role of post-processing in digital photography, and how can it be used to enhance an image without compromising its authenticity?	K4	CO5

Z-Z-Z END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)**

Branch - **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

MEDIA PSYCHOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	List out a method in media psychology. (a) Content Analysis and Focus group (b) Observation (c) Survey (d) Longitudinal	K1	CO1
	2	The study of how people interact with media and technology is called as? (a)Media psychology (b) Visual Communication (c) Journalism (d) Mass Communication	K2	CO1
2	3	A social psychology phenomenon where people put in less effort when working in a group than they would individually is known as? (a) Social loafing (b)Social Inactive (c) Social Isolation (d)Social Interaction	K1	CO2
	4	Identify the type of influences on emotions (a) Personality (b) Qualification (c) Social Background (d) Economic Status	K2	CO2
3	5	The way in which a person views and evaluates something or someone, a predisposition or a tendency to respond positively or negatively toward a certain idea, object, person, or situation is called as? (a) Personality (b) Viewpoint (c) Attitude (d) Outlook	K1	CO3
	6	The study on how people think when they are exposed to persuasive messages and how these thoughts affect their attitudes is known as? (a) Persuasion (b) Motivation (c) Manipulation (d)Cognitive approach to persuasion	K2	CO3
4	7	The human tendency to categorise objects and people based on prior experience is called as? (a) Bias (b) Prejudice (c)Stereotype (d) Assumption	K1	CO4
	8	Unfair and untrue belief that many people have about all people or things with a particular characteristic is known as? (a) Bias (b)Prejudice (c) Stereotype (d)Assumption	K2	CO4
5	9	The fact of caring about the needs and happiness of other people more than your own is known as? (a) Love (b) Affection (c) Charity (d) Altruism	K1	CO5
	10	The idea that there is an innate pleasure in looking at people's bodies, especially in an erotic way, without being seen was propounded by? (a) Sigmund Freud (b) Albert Bandura (c) Carl Rogers (d) Ivan Pavmov	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Outline the need of media psychology.	K2	CO1
	(OR)			
	11.b.	What is affective disposition?		
2	12.a.	Discuss the stages of group development	K3	CO2
	(OR)			
	12.b.	Explain how the performance is affected by the presence of others?		
3	13.a.	Identify the factors behind attitude formation.	K3	CO3
	(OR)			
	13.b.	Categorise the factors affecting behaviour and attitude.		
4	14.a.	Examine the techniques for countering the effects of prejudice.	K4	CO4
	(OR)			
	14.b.	Analyse the biased attributions for stereotypes.		
5	15.a.	Categorise the male and female gaze theory.	K5	CO5
	(OR)			
	15.b.	Discuss Digital Altruism.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the need of media psychology	K4	CO1
2	17	Explain the social influence theory.	K4	CO2
3	18	Discuss Theory of Reasoned Action.	K5	CO3
4	19	Determine the role of social influence in reducing discrimination.	K5	CO4
5	20	Elaborate the role of media in socialising children.	K6	CO5

Z-Z-Z END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(Second Semester)**

Branch : **VISUAL COMMUNICATION (ELECTRONIC MEDIA)**

ADVERTISING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which theory says consumers respond to being aware, understanding, convinced, and taking action? a) Happy Theory b) AIDA Theory c) Confused Theory d) Angry Theory	K1	CO1
	2	What does "local to global" mean in advertising? a) Only advertising in one neighborhood b) Expanding advertising reach worldwide c) Advertising only in rural areas d) Ignoring international markets	K2	CO1
2	3	Which of the following is a psychological factor influencing consumer behavior? a) Demographics b) Social status c) Economic conditions d) Geographic location	K1	CO2
	4	Branding primarily aims to: a) Increase production costs b) Differentiate products from competitors c) Decrease consumer loyalty d) Limit consumer choices	K2	CO2
3	5	In media planning, what does the term "media budget" refer to? a) The total cost of advertising b) The allocation of funds to different media channels c) Salary of media planners d) Budget for advertising research	K1	CO3
	6	When selecting media for advertising, what should advertisers consider? a) Creative concepts b) Consumer demographics c) Media budget d) Advertising research costs	K2	CO3
4	7	Mobile advertising primarily targets audiences through which device? a) Television b) Radio c) Laptop d) Smartphone	K1	CO4
	8	What distinguishes mobile advertising from traditional forms of advertising? a) Static content b) Limited reach c) Location-based targeting d) Offline engagement opportunities	K2	CO4
5	9	What does "ASCI" stand for: a) Advertising Society Council of India b) Advertising Standards Council of India c) Ad Society Committee in India d) Advertising Station Council of India	K1	CO5
	10	Why is it important to regulate advertising? a) To make ads more fun b) To protect consumers from false claims c) To give advertisers more freedom d) To confuse consumers	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Evaluate the advantages and disadvantages of global advertising compared to local advertising.	K1	CO1
		(OR)		
	11.b.	Discuss how advertising contributes to building brand awareness and influencing consumer behavior.		
2	12.a.	Analyze the role of target audience identification in advertising planning.	K2	CO2
		(OR)		
	12.b.	Explore the creative process and execution in advertising.		
3	13.a.	Discuss the importance of pre-testing and post-testing in assessing the effectiveness of advertising campaigns.	K2	CO3
		(OR)		
	13.b.	Describe the functions of media buying in advertising.		
4	14.a.	Explain the roles of different departments within an advertising agency.	K1	CO4
		(OR)		
	14.b.	Explore the importance of writing and visualizing for digital interactive media in advertising.		
5	15.a.	Discuss the types of products and services typically banned from advertising and the reasons behind such restrictions.	K1	CO5
		(OR)		
	15.b.	Discuss the concept of surrogate advertising and its implications for consumers.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss how cultural differences influence advertising message, tone, and content.	K2	CO1
2	17	Examine the structure and components of an advertising campaign.	K2	CO2
3	18	Discuss the process of developing media objectives in advertising planning.	K1	CO3
4	19	Provide recommendations for advertising agencies to stay relevant and successful in the evolving media landscape.	K2	CO4
5	20	Analyze the effectiveness of self-regulatory mechanisms in addressing ethical concerns and maintaining consumer trust in advertising.	K2	CO5

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

AUDIO PRODUCTION TECHNIQUES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which microphone type is most sensitive to high frequencies and typically requires phantom power? a) Dynamic microphone b) Condenser microphone c) Ribbon microphone d) Lavalier microphone	K2	CO1
	2	What is the primary function of an audio interface? a) To apply effects to audio recordings b) To convert analog signals to digital and vice versa c) To mix multiple audio tracks together d) To boost audio signals	K2	CO2
2	3	What is the purpose of dithering in digital audio? a) To improve the quality of comp audio files b) To reduce distortion caused by bit depth reduction c) To increase the sampling rate of audio files d) To add reverb to a signal	K3	CO4
	4	Which of the following frequencies would be classified as "bass"? a) 50 Hz b) 500 Hz c) 5,000 Hz d) 10,000 Hz	K3	CO3
3	5	Which of the following is an example of a DAW? a) Adobe Photoshop b) Final Cut Pro c) Avid Pro Tools d) Microsoft Excel	K2	CO3
	6	Which of the following is an effect that creates an echo-like sound in an audio signal? a) Chorus b) Reverb c) Delay d) Flanger	K2	CO4
4	7	Which of the following is a common type of audio file format? a) .mp4 b) .wav c) .txt d) .wv4	K3	CO4
	8	Which of the following sample rates is commonly used for CD-quality audio? a) 22.05 kHz b) 44.1 kHz c) 48 kHz d) 96 kHz	K5	CO5
5	9	What does "panning" refer to in audio production? a) Adjusting the balance between the left and right stereo channels b) Boosting specific frequencies in an audio signal c) Reducing noise in the recording d) Increasing the volume of an audio track	K5	CO5
	10	Which microphone polar pattern captures sound equally from all directions? a) Cardioid b) Supercardioid c) Omnidirectional d) Figure-8	K5	CO5

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Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Classify the importance of selecting the correct sample rate and bit depth when setting up a recording session?	K2	CO1
		(OR)		
	11.b.	How does microphone polar pattern selection affect the recording environment?		
2	12.a.	What is a DAW and how does it function as the core of an audio production setup?	K3	CO2
		(OR)		
	12.b.	Explain the role of a preamp in recording. How does it affect the signal before entering a DAW?		
3	13.a.	Elucidate the key differences between recording in a treated studio environment and recording on location or in untreated spaces.	K3	CO3
		(OR)		
	13.b.	Brief on the difference between balanced and unbalanced audio cables.		
4	14.a.	Describe on pitch correction (Auto-Tune, Melodyne) work, and when is it appropriate to use it in audio production?	K3	CO4
		(OR)		
	14.b.	Detail on ADR, and why is it necessary in film and television production?		
5	15.a.	How does audio editing differ for podcasts compared to music production or radio shows?	K5	CO5
		(OR)		
	15.b.	Explicate some AI-based solutions for automating audio leveling and mastering in podcasts.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Discuss the role of microphone placement in capturing a clean and natural sound. Detail on the different microphone types.	K2	CO1
2	17	Describe the role of a digital audio interface in an audio production setup.	K3	CO2
3	18	Discuss the use of automation in sound design for film. How does it differ from automation in music production?	K3	CO3
4	19	Predict the role of Foley in audio production for cartoons, and how does it enhance the animated scenes?	K3	CO4
5	20	Explicate the primary differences between lossless audio formats and lossy formats.	K5	CO5

Z-Z-Z

END