

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION MAY 2025
(Second Semester)**

Branch – **ELECTRONIC MEDIA**

TELEVISION AND VIDEO PRODUCTION

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	What is the primary function of a tripod in digital video production? a. To stabilize the camera b. To adjust the lens aperture c. To control the audio levels d. To light the scene	K1	CO1
	2	Evaluate the effectiveness of using drones in video production. a. Drones can provide unique and dynamic perspectives that were previously impossible to achieve. b. Drones are expensive and difficult to operate. c. Drones can be dangerous and pose a risk to people and property. d. Drones have not had a significant impact on video production.	K1	CO1
2	3	Which of the following is NOT a pre-production technique? a. Scriptwriting b. Editing c. Storyboarding d. Budgeting	K2	CO2
	4	In preproduction, which role is primarily responsible for preparing & overseeing the budget. a. Producer b. Director c. cinematographer d. Editor	K2	CO2
3	5	What is the purpose of a clapboard in video production? a. To indicate the start of a scene b. To adjust the camera's white balance c. To control the audio levels d. To light the scene	K2	CO3
	6	How would you use a light meter to determine the appropriate lighting for a scene? a. By measuring the ambient light and adjusting the camera's exposure accordingly b. By setting the light meter to the desired ISO and adjusting the aperture c. By using the light meter to select the appropriate white balance setting d. By using the light meter to determine the correct shutter speed	K1	CO3
4	7	Choose the correct the difference between a linear and non-linear editing system. a. Linear editing involves arranging clips sequentially on a timeline, while non-linear editing allows for more flexibility in moving and rearranging clips. b. Linear editing is used for film production, while non-linear editing is used for television production. c. Linear editing is more expensive than non-linear editing. d. Linear editing requires specialized equipment, while non-linear editing can be done on a computer.	K2	CO4
	8	What is the term for smooth transition between two shots? a. Fade b. cut c. Dissolve d. Mortgage	K2	CO4
5	9	Analyze the impact of social media on the television industry. a. Social media has led to a decline in television viewership. b. Social media has allowed for more personalized content and audience engagement. c. Social media has made it easier for people to pirate television shows. d. Social media has not had a significant impact on the television industry.	K1	CO5

Cont...

5	10	Assess the importance of audience research in the television industry. a. Audience research helps television networks understand their viewers' preferences and tailor their programming accordingly. b. Audience research is not necessary in the television industry. c. Audience research is only important for news programs. d. Audience research is only important for cable television networks.	K2	CO5
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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.	Briefly describe the operation & functions of television studio.	K3	CO1
		(OR)		
	11.b.	Define the term "depth of field" and explain its significance in video production.		
2	12.a.	Describe the role of storyboard in preproduction process of film.	K3	CO2
		(OR)		
	12.b.	Detail the budgeting process for video production.		
3	13.a.	Illustrate a basic lighting setup for a small scale interview with single camera set up.	K4	CO3
		(OR)		
	13.b.	Discuss the role of cinematographer in bringing the character of the film.		
4	14.a.	Explain the various transitions used in video editing.	K4	CO4
		(OR)		
	14.b.	Give an account of the broadcasting standards & how it influences the transmission.		
5	15.a.	Propose a policy framework to regulate the broadcasting of foreign content in India.	K4	CO5
		(OR)		
	15.b.	Evaluate the effectiveness of traditional audience research methods in the digital age.		

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	Compare and contrast the advantages and disadvantages of DSLR and camcorder for different types of video production.	K4	CO1
2	17	Develop a comprehensive production plan for a short documentary film, including pre-production, production, and post-production stages.	K5	CO2
3	18	Critically evaluate the role of lighting in creating visual storytelling and enhancing the overall impact of a video.	K5	CO3
4	19	Detail the differences & advantages of linear and non – linear editing process.	K4	CO4
5	20	Propose a digital content strategy for a newly launched online news channel, considering factors such as audience demographics, target market, and content distribution channels.	K5	CO5