



Name :

Roll No. :

Invigilator's Signature :

**CS/BMS (H)/SEM-2/MMS-201/2010
2010
ELECTRONIC MEDIA: PLANNING AND
PRODUCTION**

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

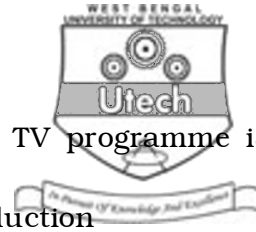
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

10 × 1 = 10

- i) Diameter of a standard CD is
 - a) 130 cm
 - b) 60 cm
 - c) 120 cm
 - d) 110 cm.
- ii) Phone in option is mostly used in
 - a) Interactive Program
 - b) Panel discussions
 - c) Interview
 - d) None of these.
- iii) Tilt is a camera movement when camera moves
 - a) parallel
 - b) horizontally
 - c) vertically
 - d) none of these.
- iv) Dissolve is a type of
 - a) Shot
 - b) Transition
 - c) Camera movement
 - d) Camera angle.



- v) The person who invest money for a TV programme is called
- a) Director b) Production
c) Controller d) Producer.
- vi) A Documentary is
- a) a short film
b) an edited film
c) a statistical presentation
d) a factual short film.
- vii) An anchor is
- a) a weight to moor the ship at sea
b) a senior family member
c) a bottom of the page article
d) a programme executive who holds the show together.
- viii) Television is a
- a) hot medium b) cool medium
c) both (a) and (b) d) none of (a) and (b).
- ix) The audience for whom the message is specifically designed are called
- a) the target audience b) the actual audience
c) the available audience d) none of these.
- x) The major function of Television is to provide
- a) entertainment
b) information
c) education
d) all the three
e) none of these.
- xi) "Cut" is one type of
- a) Transition b) Shot
c) Effect d) Programme.



GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Write a short note on use of various types of Microphone in an audio-visual production.
3. Write a brief note about radio feature.
4. What is ON-LINE Editing ? Write a short account on the functions of PCR in this context.
5. Give a short definition of a documentary film.
6. Give instances of interactive programmes on TV.

GROUP – C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is the importance of interview in news ? Describe various types of television interview.
8. What do you mean by the term editing ? Why are fragmentation and joining important in editing ? What is Rush ?
9. What is shot ? Describe various types of shots used in television Broadcasting.
10. Design a non-functional TV programme of 30 minutes duration on the occasion of Independence Day.
11. Write a 3 minute Television News Package which includes at least two bytes and a PTC.

=====