



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS / BMS(H) / SEM-2 / MMS-201 / 2012**

**2012**

**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 the following :

10 × 1 = 10

- i) A Documentary is
  - a) a factual short film
  - b) a short film
  - c) an edited film
  - d) a statistical presentation.
- ii) The person who presents the final presentation to the direction and both work together to make the production is called
  - a) Floor director
  - b) Anchor
  - c) Producer
  - d) Editor.



- iii) Phone in option is mostly used in
  - a) interactive programme    b) panel discussion
  - c) interview    d) none of these.
- iv) "Cut" is one type of
  - a) transition    b) shot
  - c) effect    d) programme.
- v) New media is associated with
  - a) TV    b) Radio
  - c) Web d) Print.
- vi) Which one is odd ?
  - a) Soap Opera    b) Sitcom
  - c) Detective Show    d) Documentary.
- vii) FCP is a set-up used chiefly for
  - a) photography    b) editing
  - c) copy writing    d) anchoring.
- viii) Montage was first used by
  - a) D. W. Griffith    b) Eizenstein
  - c) Lumiere Brothers    d) none of them.



- ix) What does PAL stand for ?
- a) Programme Audio Level
  - b) Phase Alternate Line
  - c) Parallel Anchor Live
  - d) None of these.
- x) The term 'Timeline' is associated with
- a) Linear Editing
  - b) Online Editing
  - c) Non-linear Editing
  - d) Time-code Editing.

**GROUP – B**

**( Short Answer Type Questions )**

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

2. Explain the qualities of a "News Anchor".
3. What is the difference between TV script and Radio script ?
4. Write a short note on documentary film.
5. Discuss the importance of PTC in TV news.
6. Write a short note on use of various types of Microphone in an audio-visual production.

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**GROUP – C**

**( Long Answer Type Questions )**

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

7. What is shot ? Describe the basic camera shot for TV programmers.
8. What are the differences between print and electronic media ? Give the common characteristics and the differences.
9. What do you mean by post-production ? Differentiate between linear and non-linear editing.
10. How do you plan for a documentary on street children ? Describe the various steps of pre-production for this purpose.
11. What is new media ? How does internet play multiple roles in the area of communication ?

