	Utech
Name :	
Roll No.:	A game of Executing and Excitors
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:

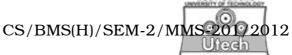
 $10 \times 1 = 10$

- 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.

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iii)	Pho	ne in option is mostly u	sed ii	1
	a)	interactive programme	b)	panel discussion
	c)	interview	d)	none of these.
iv)	"Cut	t" is one type of		
	a)	transition	b)	shot
	c)	effect	d)	programme.
v)	New	media is associated wi	th	
	a)	TV	b)	Radio
	c)	Web d)	Prin	t.
vi)	Whi	ch one is odd ?		
	a)	Soap Opera	b)	Sitcom
	c)	Detective Show	d)	Documentary.
vii)	FCP	is a set-up used chiefly	y for	
	a)	photography	b)	editing
	c)	copy writing	d)	anchoring.
viii)	Mon	tage 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.



- 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?

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