

Sr.No. 5551

Exam. Code: 111704

Subject Code : 8641

B. Voc. Photography & Journalism - 4th Sem.

(2517)

Paper-I: Introduction of Camera Operations

Time allowed: 3 hrs.

Max. Marks: 75

(Attempt any five, 15 Marks each) $5 \times 15 = 75$ Marks

1. What are the different focusing methods? State the advantages and disadvantages
2. Why black and white balance is mandatory?
3. What is the production line in multi-camera shoot?
4. Explain the concept of line-of-imagination?
5. What are the fundamentals for framing?
6. How do you choose the camera support?
7. Describe the various parameters of camera
8. Comment on the various continuity problems.

5551(2517)100

Sr.No. 5552

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Paper-II: Brand Management

Time allowed: 3 hrs.

Max. Marks: 75

Attempt any five questions and each question carries 15 marks.

5X15= 75

1. Explain the attributes of branding? Why do you think it is important for customers?
2. Explain the qualities and importance of PRO for an organisation?
3. What do you mean by brand equity? How a product becomes a brand successfully?
4. Define advertising agencies? Explain its importance and types?
5. What do you mean by brand ambassadors? Why are they important for a fashion industry?
6. Define advertising? Explain its various types in detail?
7. Define Public Relations? Explain its importance?
8. What do you mean by brand Management? Explain its significance?

5552(2517)100

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Paper-III: Lighting Techniques

Time allowed: 3 hrs.

Max. Marks: 75

Section A: (Answer any 5)

5x15= 75 Marks

1. Describe the process of Lighting management in a television channel.
2. Describe the process of adjusting lighting balance and lighting plot for a television show.
3. Describe the different types of bulbs.
4. Describe the three point lighting process.
5. Describe the safety procedures of lighting.
6. Describe the different types of lights.
7. Explain the concept of color temperature.
8. Explain the process of coordinating the activities in the Lighting team on the shoot in order to achieve the desired results.

5553(2517)100

Sr. No. 5554

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B. Voc. Photography & Journalism - 4th Sem.

(2517)

Paper-IV: Broadcasting Techniques

Time Allowed: 3 hrs.

Max. Marks: 75

Attempt any 8 questions out of 5. Each question will carry 15 marks.

- 1) Describe in detail the technical equipment and infrastructure used in broadcasting.
- 2) Write a note on audio cables and various connectors.
- 3) Discuss legal and regulatory norms of broadcasting.
- 4) Discuss in detail the various types of microphones (both principle and direction based)
- 5) Discuss the latest technology used in broadcasting these days.
- 6) Give the scope, objectives and goals of technical departments.
- 7) Discuss the fundamentals of budgeting and budget management.
- 8) Discuss the stages of production and post-production in detail.

5X 15= 75

5554(2517)100

Sr. No. 5555

Exam. Code: 111704

Subject Code : 8545

B. Voc. Photography & Journalism - 4th Sem.**(2517)****Paper-V: Environmental Studies****Time allowed: 3 hrs.****Max. Marks: 50**

Section-A(15 marks): It consists of **five** short answer type questions. Candidates are required to attempt any **three** questions, each carrying **5** marks. Answer to any of the questions should not exceed **two** pages.

Section-B(20 marks): It consists of **four** essay type questions. Candidates are required to attempt any **two** questions, each carrying **10** marks. Answer to any of the questions should not exceed **four** pages.

Section-C (15 marks): It consists of **two** questions. Candidates are required to attempt **one** question which carries **15** marks. Answer to the question should not exceed **five** pages.

Section-A

1. What do you understand by Local Biodiversity?
2. What is Environmental Pollution? State its types.
3. What are the effects of Marine pollution?
4. What are Earthquakes? How is the severity of an earthquake measured?
5. How is environment related to human health?

Section-B

6. Differentiate between *In-situ* and *Ex-situ* conservation of Biodiversity?
7. What are the sources and effects of Noise Pollution?
8. What is Population Explosion?
9. What is Motor Vehicle Act, 1988.

Section-C

10. What are the causes of loss of Biodiversity? Describe them.
11. What is Solid Waste Management? Discuss in detail

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