



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**Second Semester Career Related B.A. Degree Examination, June 2016**

**First Degree Programme under CBCSS**

**Vocational Course – II:**

**(for Journalism and Mass Communication & Video Production)**

**AUJC251: Basics of Audio Visual Communication**

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer **ALL** the following, each in about one / two words or in one / two sentences.*

1. Sound present in a shooting space is \_\_\_\_\_.
2. What is reverberation?
3. What is an octave?
4. What is auditory fatigue?
5. An opening in a camera lens to regulate the light \_\_\_\_\_.
6. What are the functions of BGM?
7. A microphone that relies on reflected sound from a surrounding surface is a \_\_\_\_\_.
8. Broadcast signals received centrally and distributed through cables is called \_\_\_\_\_.
9. Expand C.C.D. \_\_\_\_\_.
10. Explain the term pitch.

**(10 × 1 = 10 Marks)**

**SECTION – B**

*Answer any **EIGHT** questions, each in a paragraph not less than 60 words.*

11. AM broadcasting.
12. Hass effect.

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13. Bi – directional microphone.
14. Bass and treble.
15. Overtones and Harmonics.
16. Reflected light.
17. Grains.
18. Noise.
19. Modulation.
20. Source light.
21. HDTV.
22. Tripod.

**(8 × 2 = 16 Marks)**

### **SECTION – C**

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. Explain Digital Audio Broadcasting (D.A.B.).
24. What is live streaming ?
25. Detail the merits of frequency modulation.
26. Elucidate the importance of lighting up in video recording ?
27. Comment on the scope of reality shows as an entertainer.
28. Explain the role of silence in AV communication.
29. What are the potentials of sound in a television programme ?
30. Explain the importance of colour in a visual composition.
31. Explain the process of listening.

**(6 × 4 = 24 Marks)**

### **SECTION – D**

*Long essay type : Answer any **TWO** questions, each not less than 300 words.*

32. Elucidate the influence of technology in redefining visual communication.
33. How can sound be separated or added creatively in an AV production ?
34. Trace the history and evolution of AV communication.
35. Critically evaluate any visual programme in terms of its format and content.

**(2 × 15 = 30 Marks)**

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