



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Second Semester Career Related B.A. Degree Examination, June 2015

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. AM stands for _____.
2. Cinema is _____ number of frames per second.
3. The time of day or night when radio and Television have their largest audiences is called _____ time.
4. Radio frequency is measured in _____ units.
5. Colour transmission of Television signals was started in India in _____.
6. BBC stands for _____.

Choose the correct answer:

7. A studio can be defined as a _____ acoustical environment.
 i). Uncontrolled ii). Controlled iii). Beautiful iv). Glamorous
8. The persistence of a sound generated after the sound stimulus has ceased is
 i). Perception ii). Acoustics iii). Insulation iv). Reverberation
9. Television is a _____ medium.
 i). Audio ii). Visual iii). Traditional iv). Audiovisual
10. _____ are audio pick up devices.
 i). Microphones ii). Zoom lens iii). Trolley iv). Barn door

(10 x 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. HDTV
12. DTH
13. ENG
14. Semiotics
15. Storyboard
16. SW transmission
17. Silence
18. S I T E
19. FM Radio
20. Convergence of media
21. Importance of good lighting in a visual production
22. SFX

(8 x 2 = 16 Marks)

SECTION – C

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

23. Why is acoustic treatment required for a studio ?
24. “Television plays a central role in the multimedia environment in the modern global village”. Comment.
25. Discuss the rewards and dangers of the New Media, the Internet.
26. Briefly explain visual perception.
27. Describe the process of listening.
28. Write a note on sound waves.
29. Discuss and compare any two reality shows in television.
30. Define Animation.
31. Write a note on Documentary films.

(6 x 4 = 24 Marks)

SECTION – D

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

32. Discuss the various dimensions of visual language.
33. Elucidate the various components of sound.
34. Detail the properties of light and elaborate the characteristics of light to be kept in mind for a visual production.
35. Write a note on different types of audio visual media.

(2 x 15 = 30 Marks)

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