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S. No. 404

Code No. : 8736

Printed Pages : 2

3MA(AVC)1

Dec. 2009 - Jan. 2010 Examination

MA(AVC)

Radio

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Attempt any 5 questions - at least one from each unit
2. All questions carry equal marks
3. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Unit - I

- Q.1** Describe the essential facilities needed in an audio studio and discuss the functioning of a studios. 15
- Q.2** Narrate the Important Trends and events in the process of development of studio. 15

Unit - II

- Q.3** "Content dominates the form." Discuss the statement and highlight the significance of content as an important element of radio programme. Also envisage the process of gaining mastery over content. 15
- Q.4** Define radio jockeying and write important traits of a Radio Jockey 15

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Unit - III

- Q.5** Classify radio programmes and write objectives of b' casting special audience programmes. Write a note on "Yuva Vani" (Youth Programme) **15**
- Q.6** Differentiate between drama and documentary. Write essential elements of radio Drama. Mention about one or two Dramas you have listened to on radio. **15**

Unit - IV

- Q.7** Elaborate on the concept of radio marketing and write different techniques of marketing, radio programmes **15**
- Q.8** Discuss the process of production of radio ads, promos and publicity material. Write an Ad copy for promoting any social message from radio. **15**

Unit - V

- Q.9** Write on B.B.C. and voice of America. **15**
- Q.10** Compare Prasar Bharti F.M. with private F.M. and discuss the reasons of popularity of Radio "Mirchi" and "Radiocity" **15**

Printed copies = 10 Q.P. x 10 Env. = 100 Q.P.

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S. No. 405

Code No. : 8737

Printed Pages : 6

3 MA (AVC) 2

Dec. 2009 - Jan. 2010 Examination

MA (AVC)

TV-News, Current Affairs and Documentaries

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Emphasis will be given to the clarity of the arguments/opinions given.
2. Reasonableness of opinion will be taken into account.
3. Examples provided to support answers should be plausible.
4. Protest against this question paper, if any, should be lodged through the head of the institute after completing the examination.
5. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

SECTION- A

Answer any three of the following sub-questions. Each sub-question carries 5 marks. (3 x 5 = 15 marks)

- Q.1 Write a short note on how television gets its news. 5
- Q.2 Elaborate on the basic qualities required for a television journalist. 5
- Q.3 Explain why you are not supposed to "cross the line" when shooting for television news. How will you handle the issue if you are forced to cross the line, say, when shooting a parade? 5

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- Q.4 How would you construct sequences in the production of a documentary? 5
- Q.5 Define the following:
- (i) ENG
 - (ii) Live news reporting of an event
 - (iii) Non-linear editing system
 - (iv) Zoom lens

SECTION-B

Answer any three of the following sub-questions. Each sub-question carries 5 marks. (3 x 5 = 15 marks)

- Q.6 Write a short note on the different types of P2C. 5
- Q.7 In the future video journalists will play a major role in television news. Discuss. 5
- Q.8 Write a short note on the role of 'chroma key' in television news production. Include discussion of the problems likely to crop up when using chroma key. 5
- Q.9 Explain the terms 'impressionistic documentary' and 'expository documentary'. 5
- Q.10 Describe in detail the steps you would take to put together a 20-minute news bulletin, including a 7-minute chat. Also, explain how you would accommodate breaking news when your bulletin is being aired. 5
- Q.11 Compare the news coverage, presentation, and packaging of NDTV 24x7 and CNN-IBN. Which one would you prefer to watch regularly and why? 5

SECTION C

Answer any three of the following sub-questions. This question carries 45 marks. (3x15=45marks)

- Q.12 Discuss in detail the role of the electronic media in highlighting certain cases Varun Gandhi's "hate" speech; Jaswant Singh's Jinnah book and expulsion from

- the BJP. Some critics consider this to be sensationalism. Do you agree? Justify your answer. 15
- Q.13** Write a detailed pre-production proposal for a 15-minute documentary on the issue of child labour. Also, justify the stance you propose to take in this documentary. 15
- Q.14** Explain how you would use transitions such as 'cut', 'matching shots', 'fade-in fade-out', 'dissolve' in the production of a documentary. 15
- Q.15.** Documentary filmmakers face some ethical issues because of their role as intermediaries bringing a serious subject to the attention of the public. Elaborate on these ethical issues. 15
- Q.16** "Editing is how the television documentary comes alive and takes on its own personality." Discuss, while outlining the process of editing. Describe some of the problems that could crop up while editing and explain how you would overcome these problems. 15
- Q.17** Rewrite the following print story for the international segment of a TV bulletin on an Indian news channel. Your script should be in double-column format. Provide a lead-in and an approximately 70-sec 'package' including two sound bites and a closing' P2C. 15

Old Faith Innovates in a New Land

By JONATHAN ALLEN

NEW YORK: With less than an hour to go before the newly formed Hindu temple choir would make its debut, there was time for only a few final run-throughs of the hymn that had been prepared.

"Don't rush!" implored the conductor, Michael Sample, as the singers surged ahead of the accompanying keyboard's programmed beat.

About 50 singers had gathered on Sunday morning in the senior center across the street from the Ganesha Temple, operated by the Hindu Temple Society of North America, in Flushing, Queens. They would be performing on the busiest day of the temple calendar the first day of the festival dedicated to Ganesha, the elephant-headed god.

Ganesha is revered as the remover of obstacles, and his festival is considered an auspicious time to begin new endeavors, not least an experiment in adapting an old religion for a new land. And of the singers, most of whom grew up in India, none had ever heard of a Hindu choir before.

"For us as Indians to learn a whole new thing is wonderful," said Raji Samant, a member of the choir who runs a bookkeeping business in the city. She said she was drawn by the choir's novelty.

Choirs are virtually unheard of in temples in India because worshipers tend not to cohere into anything resembling an attentive congregation, said Vasudha Narayanan, a professor of religion and the director of the Center for the Study of Hindu Traditions at the University of Florida.

"People come and go as they please within the temple hours, and it's more individual prayers," she said in a telephone interview.

While there are numerous musical traditions that have sprung from Hinduism, they tend to favor solos and improvisation, in keeping with the individualistic and free-flowing nature of Hindu worship, Professor Narayanan said.

She sees the choir as a "gentle process of Americanization" — a kind of adaptation of Hindu traditions to be more "recognizable" to the children of Hindu immigrants and the broader American public.

In Queens, there was a little skepticism at first, said Uma Mysorekar, the president of the temple, one of the largest and oldest Hindu temples in the country. "In the

beginning people were a little bit upset with this word 'choir,' "she said." Choir — what is this?" It's not generally used among Hindus; it's connected to a Christian choir."

Resistance quickly faded as Chandrika Tandon, the choir's founder, who grew up in South India, communicated the joy she had encountered in the gospel choirs of Harlem and the Mormon Tabernacle Choir.

Nearly 200 people showed up after fliers advertising auditions were posted in the temple and on its Web site in March.

On Sunday, after a final pep talk from Ms. Tandon, the singers, men dressed in kurtas — collarless cotton tunics — in varying shades of cream, and women swathed in embroidered fabrics of deep maroon, padded across Bowne Street in their socks or bare feet and joined the devotees pouring into the temple.

The choir stood crowded into a corner at the rear of the temple near the door, a sea of devotees' backs between them and the temple's holiest space, the ornate chamber that houses an image of Ganesha.

For a moment, nothing happened. Then the keyboard's beat came to life, soon joined by the tabla and harmonium. The choir launched into song: "Om! Ganesha Sharanam!" the choristers sang, in praise of the deity.

Some devotees turned to look over their shoulders. A few began clapping in time. Others started mouthing along to the words. Not everyone was rapt: some continued their conversations, and two bare-chested priests standing nearby chatted and joked.

Nine minutes after they began, the choristers came to a sudden climax with a final "Sharanam Ganesha!"

There swiftly followed another sound rarely heard in the temple: applause. But not for long. Dr. Mysorekar, the temple president, hushed it as soon as she could. "In

this temple, the Lord has supremacy," she explained afterward.

The audience response was politely approving. "I was not expecting it at all," said Navin Mithal, a retired flight engineer. But he said he liked it: "I was singing along inside me."

A priest came over and said he had never heard anything like it, in a good way. Then came a clamoring of bells, drums and a woodwind as a palanquin bearing another garlanded image of Ganesha was lifted high.

Devotees rushed to their feet, some heading for the palanquin's procession, others for a corner of the temple for private prayer, others still for the exit.

The brief experiment in unison was over for now. The familiar disorder was restored.

With one song already under its belt, the choir will resume rehearsals of another work — a medley of "America the Beautiful" and "Vande Mataram" ("Bow to Thee, Mother"), India's national song. Its ultimate plan is to become a temple fixture. "First," Ms. Tandon said, "we need to expand our repertoire.

Printed copies = 10 Q.P. x 10 Env. = 100 Q.P.

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S. No. 406

Code No. : 8738

Printed Pages : 2

3 MA (AVC) 3

Dec. 2009 - Jan. 2010 Examination

MA (AVC)

Advanced Print Journalism

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. The question paper is divided in five units. Each unit carries an internal choice.
2. Attempt **one question** from each unit. Thus attempt **five questions** in all.
3. **All questions** carry equal marks.
4. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Unit - I

- Q.1 Investigative journalism is mostly motivated journalism. Do you agree? 15
- Q.2 Backgrounds are important in financial journalism. Analyze with suitable examples. 15

Unit - II

- Q.3 Magazine writing is different from news paper writing. Discuss. 15
- Q.4 Development journalism has not gained much importance in India. Do you agree? 15

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Unit - III

- Q.5** Trace the genesis of magazine journalism in India **15**
- Q.6** Sub editor is a drudge in a news room. Comment **15**

Unit - IV

- Q.7** Discuss the news flow management in a typical newspaper in India. **15**
- Q.8** Source accountability enhances the source confidence. Discuss **15**

Unit - V

- Q.9** Write a feature on the steps taken to prevent environmental pollution in Madhya Pradesh. **15**
- Q.10** Prepare an outline to interview Madhya Pradesh chief minister in the schemes implemented to empower women. **15**

Printed copies = 10 Q.P. x 10 Env. = 100 Q.P.

Code No. 8738

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- Q.3** Draw up a TVC storyboard for relaunching 'Incredible India' campaign for India Tourism, especially after recession and terror attacks. Give a detailed account of brand Positioning, Market Segmentation and Communication Strategy.

15

OR

Your agency has been retained to draw up a print ad campaign for projecting Bangalore favourably to international investors. Outline at least three different campaign strategies with reasons. State everything that is essential in such campaigns.

15

- Q.4** Analyse the Vodafone Zoo-zoo campaign in terms of Impact, Memorability and Sustainability.

15

OR

You are given a billboard to create a message to today's urban youth (18-24 years) regarding ill-effects of smoking. Draw up a billboard complete with visual, branding and copy.

15

- Q.5** Answer all questions given below. There is no choice in this question. Each question carries 1 mark.

(a) Whose baselines are these? (10 Marks)

- (i) Just do it
- (ii) Happy to Help
- (iii) We Try Harder
- (iv) Think Hatke
- (v) Consistency Pays
- (vi) Dhak, Dhak, Go
- (vii) Because You are Worth It
- (viii) Express Yourself
- (ix) The Taste of India
- (x) Fresh N Juicy

(b) Which brands do they endorse? (5 Marks)

Sachin Tendulkar (Boost, Horlicks, Taj Mahal Tea)

Mahendra Singh Dhoni (Aircel, AirTel, Idea)

Aishwarya Rai (L'Oreal, Pond's, Vatika)

Saif Ali Khan (Asian Paints, Berger, Dulux)

Shah Rukh Khan (DishTV, Tata Sky, Sun Direct)

15

Printed copies = 10 Q.P. x 15 Env. = 150 Q.P.

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S. No. 408

Code No. : 8740

Printed Pages : 2

3MA(AVC)5

Dec. 2009 - Jan. 2010 Examination

MA (AVC)

Visual Communication and Advanced Photography

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. All answer must begin on a fresh page.
2. Attempt **one question** from each unit. There is only internal choice. .
3. **All questions** carry equal marks (15 x 5 = 75).
4. Q.9 is compulsory.
5. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

Unit - I

- Q.1 What are the differences between digital photography and analog photography? Give Examples. 15
- Q.2 What are the differences between a photographer and a photojournalist? Give examples. 15

Unit-II

- Q.3 How would you prepare for photo-shoots in the following areas? What are the things you will keep in mind? 15
- (i) Hampi runis
- (ii) Leela Palace ballroom

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- Q.4** How would you prepare for photo-shoots in the following areas? What are the things you will keep in mind? **15**
- (i) A bullock-cart race in an open field.
 - (ii) A rainy evening on a hill-station.

Unit-III

- Q.5** Differentiate indoor and outdoor photography with examples. **15**
- Q.6** You are photographing outdoors on a sunny day. You have 100 ASA film in your camera when the light meter stops working. What exposure setting you would use and why? Write an essay on the role of light in photography. **15**

Unit-IV

- Q.7** Explain following concepts **15**
- (i) Aperture.
 - (ii) Lens
 - (iii) Rule of Thirds
- Q.8** Explain the following concept **15**
- (i) Zoom lenses v/s Wide-angle lenses
 - (ii) Digital Camera v/s SLR camera
 - (iii) Film speed v/s Shutter speed

Unit-V

- Q.9** **This questions is compulsory**
Discuss the role of Photoshop in Photography, with examples. **15**

Printed copies = 10 Q.P. x 15 Env. = 150 Q.P.

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S. No. 409

Code No. : 8741

Printed Pages : 2

3 MA (AVC) 6

Dec. 2009 - Jan. 2010 Examination

MA (AVC)

Cinema Studies

Duration : 3.00 Hrs.

[Max. Marks. : 75]

[Minimum Passing Marks : 30]

Instructions :

1. Only Seven questions are given. Answer any five questions. Each questions carries 15 marks.
2. Candidates should write his/ her **Roll Number** at the prescribed space on the question paper.

- Q.1 Explain the role of a cinematographer in filmmaking. Give examples. 15
- Q.2 What are the various genres of films? Give an Indian example for each, and explain briefly how and why they fall into that category. 15
- Q.3 What are Navarasas? Take individual Indian film examples and explain any two Rasas. 15
- Q.4 What are the differences in making a documentary film, a feature film and a corporate film? Give examples. 15
- Q.5 As a scriptwriter how would you narrate a blind man enjoying cool morning? Imagine all the sounds he would hear and describe them. 15

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- Q.6** Write a film appreciation for a movie you have watched recently, keeping in mind the technique of the film, the motifs of the genre it belongs to and the context of the story and setting. **15**
- Q.7** Write a screenplay for the following story/scene. A lady is walking on the road, in pouring rain, holding her child in one hand, when a sudden gust of wind uproots a tree. Suggest at least three endings to this scene. **15**

Printed copies = 10 Q.P. x 10 Env. = 100 Q.P.

Code No. 8741

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