

3/H-78 (vi) (Syllabus-2015)

2 0 1 7

(October)

**MASS COMMUNICATION AND VIDEO
PRODUCTION**

(Honours)

(Video for Communication)

(MV-H-301)

Marks : 38

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

Answer all questions

- 1. Answer any five of the following questions in
2 or 3 sentences each : 2×5=10**
- (a) What is interlace scanning?**
 - (b) What is progressive scanning?**
 - (c) What is black interval?**
 - (d) Define amplitude of a signal.**
 - (e) What is continuity of sequence?**
 - (f) What is component video?**
 - (g) What is Rembrandt lighting?**

(2)

2. Trace the history and development of television. 7

Or

What are the different television standards available around the world? Describe the technical aspects of each one. 2+5=7

3. What are the major differences between film and digital in the context of videography? 7

Or

State the major differences among CRT TV, Plasma TV, LCD TV and LED TV. 7

4. What is the importance of lighting? What is colour temperature? Describe three-point lighting, chiaroscuro lighting and limbo lighting with suitable examples. 2+2+3=7

Or

What are the different lighting luminaries available for video? What are fast falloff and slow falloff? What are the different kinds of shadows formed with artificial lighting? 7

(3)

5. Write a sequence outline for a PSA on the topic 'Women Safety in India'. 7

Or

Write a proposal for any commercial (available or imaginary) product advertisement. 7
