

5/H-82 (xi) (Syllabus-2015)

2 0 1 8

(October)

MEDIA TECHNOLOGIES

(Honours)

(Film Appreciation)

(MTH-501)

Marks : 56

Time : 3 hours

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

1. Write on the following briefly : 3×4=12

(a) Movie brat generation

(b) Fly-on-the-wall

(c) Dogme 95

(d) Kuleshov effect

2. Discuss mise-en-scène in space and time. 11

Or

Discuss Soviet cinema and its ideology as
film an agent of change.

(2)

3. Discuss the dimensions of film sound. 11

Or

Discuss how editing contributes the overall aesthetics of filmmaking.

4. Explain the characteristics of French New Wave cinema. 11

Or

Discuss André Bazin realism theory about film.

5. Explain the distinctiveness of Indian popular cinema. 11

Or

Discuss the contribution of the Lumière Brothers, George Méliès and Edwin S. Porter to the world of cinema.

5/H-82 (xii) (Syllabus-2015)

2018

(October)

MEDIA TECHNOLOGIES

(Honours)

(Media Entrepreneurship and Marketing)

(MTH-502)

Marks : 56

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Write short notes on the following : 3×4=12

- (a) Strategic management
- (b) Difference between intrapreneurs and entrepreneurs
- (c) Informatization
- (d) Workforce analysis

2. Describe any ten characteristics of entrepreneurs as presented to us by John A. Hornaday. 11

Or

What do you understand by entrepreneurial stress and the entrepreneurial ego? What, according to Boyd and Gumpert, are the ways of combatting stress? (3+3)+5=11

3. Describe, with the help of a case study, the problems and challenges faced by media entrepreneurs in the North-East. 11

Or

Describe, in detail, the model of entrepreneurial motivation as presented to us by Douglas W. Naffziger, Jeffrey S. Hornsly and Donald F. Kuratko. 11

4. What are some of the characteristic features of media industries? 11

Or

In light of globalization and new technology orientation, what are some emerging concepts that is changing the face of media viewership and access today? 11

5. Explain in detail the process of conducting market research. 11

Or

With a special focus on programming content reaching audiences on time, what are some of the latest marketing trends that are in use today? 11

5/H-82 (xiii) (Syllabus-2015)

2 0 1 8

(October)

MEDIA TECHNOLOGIES

(Honours)

(Sound for Media—II)

(MTH-503)

Marks : 38

Time : 2 hours

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

- 1.** Write short notes on the following : 2×5=10
 - (a) Microphone accessories
 - (b) Public address system
 - (c) Horn-type speakers
 - (d) Radio producers
 - (e) FM phase-III licences

- 2.** What are audio consoles? Differentiate between on-air broadcast console and production console. 2+5=7

Or

Define loudspeakers. With the help of a neat sketch, explain the functioning of electro-dynamic loudspeakers. 2+(1+4)=7

3. Explain the role of a radio announcer in a live broadcast.

7

Or

With the help of a neat sketch, explain the basic setup of a typical digital audio workstation.

7

4. Differentiate between unidirectional and omnidirectional microphones. What are the basic requirements for field recording? $4+3=7$

Or

What do you understand by foley sounds? Explain the basic considerations to be kept in mind while recording sound on location.

7

5. Differentiate between synchronous and asynchronous sound with examples. What is music underscoring? What are the basic characteristics of music required for underscoring?

$3+2+2=7$

Or

What do you understand by sound design? Explain the various functions of sound in relation to picture.

$2+5=7$

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