

D 13354

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC 5MM 14—MANAGEMENT IN MEDIA

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

- | | |
|---------------------------------------|---------------------------|
| 1. Mob sourcing. | 2. What are media laws ? |
| 3. Production controller. | 4. What is budgeting ? |
| 5. What is meant by market analysis ? | 6. Casting. |
| 7. Cinematograph Act 1952. | 8. Logistic management. |
| 9. What is location search ? | 10. Acquiring properties. |

(10 × 1 = 10 marks)

Part B (Short Answer Questions)*Answer any eight questions.**Each question carries 2 marks.*

11. Explain the basic visual media laws.
12. What is the difference between cybercrime and cyber laws ?
13. What is management in post-production ?
14. What is market analysis ?
15. What is cybercrime ?
16. What is video piracy ?
17. What is online marketing ?
18. What is media production ?
19. What is meant by mounting sets ?
20. What are call sheets ?
21. What is outdoor shoot ?
22. What is booking time for shoot ?

(8 × 2 = 16 marks)

Turn over

Part C (Short Essays)

*Answer any **six** questions.
Each question carries 4 marks.*

23. What is production controlling ?
24. Booking studio floor and time.
25. Briefly explain the process of seeking permission.
26. What are shooting plans ?
27. What are management skills ?
28. Cinematography certification rules, 1983.
29. What is production crew and cast ?
30. What is management in pre-production ?
31. What are the differences in Act, Sequence, Scene and Shot ?

(6 × 4 = 24 marks)

Part D (Essays)

*Answer any **two** questions.
Each question carries 15 marks.*

32. Write about the laws in media management.
33. "A manager is not just a computer." Comment.
34. Management in different areas of production.
35. Write about media crimes.

(2 × 15 = 30 marks)