



**ARKA JAIN University, Jharkhand**  
**5th Semester Final Examination – 2019**

Course - BJMC

**Subject: Video Editing Theories & Practices**  
**Time:3 Hours**

**Full Marks: 60**  
**Pass Marks: 24**

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FOUR** questions out of which **TWO** questions are to be answered.

**PART A**

**Q.1. A) Multiple Choice Questions:**

**(10x1=10)**

- What is the frame rate of NTSC?  
a. 24 fps                      b. 25 fps                      c. 29 fps                      d. 30 fps
- Which television standard used in India?  
a. PAL                      b. NTSC                      c. SECAM                      d. None of these
- To make a cut in a video clip in timeline which one of the tool is used in Premiere pro?  
a. Blade tool                      b. Select Tool                      c. Razor tool                      d. None
- 4k is?  
a. Four times HD                      b. Three times HD                      c. one time HD                      d. Highly Definition
- Which one is a video format?  
a. MP3                      b. MPEG2                      c. PNG                      d. Targa
- Which one of the following is the aspect ratio of 'NTSC'?  
a. 16:9                      b. 1:1                      c. 4:3                      d. 3:4
- 'Vfx' stand for?  
a. Visual Fix                      b. Visual Effect                      c. Visual Filter                      d. None
- In Premiere Pro if a clip in your sequence has "gone Offline", how might You Correct It?  
a. Link Media                      b. Relink                      c. Reconnect                      d. None
- What Is the Name of the Property to Increase or Decrease the Footage Size in premiere pro?  
a. Crop                      b. Transform                      c. Scale                      d. Trim
- What is the full form of AVI?  
a. Audio Video Interclass                      b. Audio Video interleaves  
c. Audio Visual Interaction                      d. None

**Q.1. B) Write short note on all the following questions**

**(5x2=10)**

- a. In and out?
- b. Audio Meter?
- c. Razor tool?
- d. Preview Monitor.
- e. Jump Cut?

**PART B**

**Q2. Answer any four of the following questions:**

**(4x5=20)**

- i. How to Increase and decrease Speed of a video clip in Premiere pro and in FCP?
- ii. Write about basic Transitions?
- iii. Explain Project window in detail.
- iv. What is Key Frame? Describe.
- v. Explain video render?
- vi. How many windows are there in an editing software window/Suit Explain?

**PART C**

**Answer any two of the following questions:**

**(2x10=20)**

- Q.3)** Discuss non-linear editing process
- Q.4)** Describe "effect control" with all its element and elaborate each.
- Q.5)** Describe a typical setup of live editing also in a flowchart.
- Q.6)** Discuss in detail the history of video editing.



# ARKA JAIN University, Jharkhand

5th Semester Final Examination – 2019

Subject : Documentaries & Film Theory

Course: BJMC

Full Marks: 60

Pass Marks: 24

Time : 3 Hours

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- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part B** contains **Six** questions out of which **Four** questions are to be answered.
- **Part- C** contains **Five** questions out of which **Two** questions are to be answered.

## PART A

### Q.1. A) Multiple Choice Questions

10x1=10

- i) Who is the founder of the British Documentary Movement?  
a) Bill Nichols      b) Robert Flaherty      c) John Grierson.      d) None
- ii) Which of the following tells a great story in nutshell?  
a) Synopsis.      b) Treatment      c) Editing      d) None
- iii) Which of the following approach talks about “Inner Truth”.  
a) Poetic approach.      b) Expository approach.      c) Observational approach      d) None
- iv) ‘The House Is Black’- Who made this film?  
a) Robert Flaherty      b) Bill Nichols      c) John Grierson.      d) None.
- v) ‘Frozen Planet’ -Who made this film?  
a) Dziga Vertov      b) Bill Nichols      c) John Grierson      d) None.
- vi) Who is considered as the father of documentary film?  
a) Bill Nichols      b) John Grierson.      c) Robert Flaherty.      d) None
- vii) ‘Performative’ mode is direct opposite of;  
a) Observational mode.      b) Poetic mode      c) Reflexive mode      d) None
- viii) Who made ‘Mysore-Gem City of India’;  
a) Keval J Kumar      b) Anand Parwardan      c) Mohan Bhavani.      d) None
- ix) Who made this film ‘The Wrestlers’;  
a) Harishchandra.      b) Bill Nichols      c) Rakeshchandra      d) None
- x) An interactional communication process between two parties is called;  
a) Interactive Communication      b) Interview.      c) Both.      d) None
- Q.1.B) Write short note on all the following 5x2=10  
a) Synopsis      b) Cinema Verite      c) Bill Nichols  
d) Anand Patwardan      e) Harishchandra

### **PART B**

**Q.2) Answer any four of the following questions:**

**4x5=20**

- i) Discuss the nature and scope of documentary film.
- ii) What do you mean by alternative approach in documentary film?
- iii) Discuss the role of documentary film in socio-cultural development.
- iv) Write five important characteristics of documentary film.
- v) What is the purpose of documentary film?
- vi) Describe four types of interview question.

### **PART C**

**Answer any two of the following questions:**

**2x10=20**

- Q.3) 'World War II and the Documentary film' - Discuss in detail.
- Q.4) Write a brief world history of documentary film.
- Q.5) What are the six modes of documentary film suggested by Bill Nichols? - Discuss in detail.
- Q.6) Early Indian documentary and the struggle for Indian Independence-Discuss.
- Q.7) Define interview. Explain six important principles of interview.



# ARKA JAIN University, Jharkhand

5<sup>th</sup> Semester Final Examination – 2019

Subject: Advertising

Time: 3 Hours

Course: BJMC

Full Marks: 60

Pass Marks: 24

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## PART A

### Q.1. Multiple Choice Questions

10x1=10

- 1) Which of the following is a type of trade promotion?  
a) Trade deals      b) Trade incentives      c) Lucky dips      d) All of these
- 2) Who among the following prepared the first handbill;  
(a) William Kim      b) William Cox town      c) William Gillespie      d) None of these
- 3) Which among the following is an expensive advertisement?  
a) New Media      b) Television Commercials      c) Radio Advertisements      d) None of these
- 4) Which of the following year first ecclesiastical handbill were published;  
a) 1476      b) 1473      c) 1496      d) 1499
- 5) Which of the following Indian newspaper printed the first advertisement?  
a) Bombay Herald      b) The Bengal Gazette      c) The Pioneer      d) None of these
- 6) Which of following is not an advertising agency;  
a) Mudra      b) John Walter Thompson      c) Lowe Lintas      d) None of these
- 7) Which of following is an element of above the line advertising?  
a) Handbills      b) Brochures      c) Pamphlets      d) None of these
- 8) Which of the following provides extremely targeted audience?  
a) Trade deals      b) Exhibitions      c) Below the line      d) All
- 9) Which of the following is the target of the pull strategy;  
a) Consumers      b) Middlemen      c) Retailers      d) All
- 10) Which of the following category road show belongs to;  
a) Below the line      b) Above the line      c) Trade promotions      d) None of these

**Q.2.) Write short note on all the following**

**5x2=10**

- a) Point of purchase
- b) Trade promotions
- c) Advertising plan
- d) In house agencies
- e) 360 degree Advertising agencies

**PART B**

**Q.3) answer any four of the following questions:**

**4x5=20**

- a) Write four differences between marketing and advertising
- b) Write four differences between ATL and BTL advertising
- c) Briefly explain any four types of sponsorship
- d) Briefly explain the functions of advertising agencies
- e) Briefly explain the methods of testing
- f) How is new media advertising more beneficial than the traditional advertising? Argue.

**PART C**

**Answer any two of the following questions:**

**2x10=20**

- Q.4) Explain how advertising evolved in India
- Q.5) Explain in detail the five advertising objectives
- Q.6) Explain the different sales promotional goals
- Q.7) Explain how media scheduling plays an important role in advertising