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Name of the Candidate:

M.B.A (GLOBAL) DEGREE EXAMINATION, 2011
(SECONDYEAR)
(PAPER-XIV)

260. FILM AND TV PRODUCTION PROGRAMMING MANAGEMENT

Dec.)

(Time: 3 Hours

Maximum: 75 Marks

SECTION-A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. Write a note on film genres.
2. What is meant by visual metaphor?
3. Write a note on editing aesthetics.
4. What are the issues in continuity?
5. Explain various types of studios.
6. What are the careers in TV station?
7. Explain technical issues in television stations.
8. Compare and contrast analogue and digital technology.

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

9. Discuss the stages of motion pictures production.
10. Explain major concepts of editorial cutting.
11. Explain lighting terminologies.
12. Explain the role of a Director and Cinematographer.
13. Explain set procedure.

SECTION-C

(1×15=15)

Answer any ONE question

14. Describe the types of television genres.
15. Discuss the production process of a film.
16. Explain direction techniques.

SECTION-D
(Compulsory)

(1×15=15)

17. Present an overview of entertainment industry and associated principles required to succeed in today's changing, competitive and dynamic entertainment industry.

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