

Roll No.

Total Pages : 3

351301

December-2023

BA (JMC) 3rd Semester

Introduction to Electronic Media (BJMC-301-21)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Explain Different types of Audio Formats. (1.5)
(b) Explain Aspect Ratio in brief. (1.5)
(c) What is the role of white balance in Photography? (1.5)
(d) What do you understand by streaming? (1.5)
(e) Discuss the advantages and limitations of Optical Zoom. (1.5)
(f) Explain W & T in Camera. (1.5)
(g) Describe the effects of phase cancellation in audio. (1.5)

351301/70/111/97

[P.T.O.]

- (h) What is the purpose of an ND filter in photography, and how does it affect exposure? (1.5)
- (i) Explain Fade & Wipe in editing. (1.5)
- (j) What do you understand by PTC? (1.5)

PART-B

- 2. (a) What ethical considerations should the news channel take into account when addressing this issue? (10)
- (b) What are the factors that influence Light in Shooting? (5)
- 3. (a) Define audio faders and explain their role in audio recording and mixing. (5)
- (b) Write a documentary proposal in detail. (10)
- 4. Compare and contrast the structure and working of a private and public broadcasting channel in India. (15)
- 5. (a) What is the meaning of Pre-Production? (5)
- (b) Discuss the ethical challenges and responsibilities that electronic media professionals face in today's digital age. (10)
- 6. (a) Differentiate between Optical Zoom and Digital Zoom, highlighting their respective advantages and disadvantages. (10)
- (b) Explain Microphone & their types in detail. (5)

- 7. Compare and contrast the advantages and disadvantages of online streaming platforms and traditional television broadcasting. (15)
-