



Derozio Memorial College
UGC Sponsored B.Voc in Public Relations
Semester -IV Examination, 2022
Paper – PRSC12PT



(VIDEOGRAPHY AND EDITING AND CORPORATE COMMUNICATION THROUGH AUDIO-VISUAL MEDIA)

Time Allotted: 1hour

Full Marks: 30

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

1. Answer any Five (05) of the followings: - **5X2=10**

- a) What is 'Aspect Ratio' in videography?
- b) What is composition?
- c) What do you mean by '25 FPS'?
- d) What is unidirectional microphone?
- e) What is video conference?
- f) What is Foley sounds?
- g) What is voice over?
- h) What is 'dissolve' in video editing?

2. Answer any two (02) of the followings: - **2X5=10**

- a) Special Effects
- b) Corporate Communication
- c) Off-line video editing
- d) The role of Media Manager

3. Answer any One (01) of the following: - **1x10=10**

- a) Define linear and non-linear video editing. Which is more effective at present and why?
- b) Why Audio-visual media is relevant to corporate communication — discuss.
- c) Explain different stages of corporate film making.
- d) Do you think that digitalisation has brought a revolutionary change in corporate communication? – Elucidate.

N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.

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