

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BAMT/Multimedia (Sem.-5)

MEDIA THEORY

Subject Code : AMT-503

M.Code : 14029

Date of Examination: 21-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Explain briefly :

- a) Cinematography
- b) Montage
- c) Film Noir
- d) Reception Theory
- e) Auteur Theory
- f) Horror Films
- g) Genre
- h) Video Art
- i) Realism
- j) Media & Culture

SECTION-B

2. How does the theory of production and consumption impact the creation and distribution of media content?
3. How does narrative structure affect the viewer's engagement with the story?
4. Explore the relationship between film and ideology.
5. How does globalization impact the production and consumption of media content?
6. Discuss the postmodern elements in contemporary cinema

SECTION-C

7. Examine the impact of technological advancements on the art of film making
8. How does the cinematography and visual style of a film contribute to its storytelling and emotional impact?
9. Analyze the key principles of feminist film theory and how it has influenced the representation of women in cinema?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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Bachelor of Science (Multimedia) (Sem.-5)

MEDIA THEORY

Subject Code : AMT/503

M.Code : 14029

Date of Examination : 14-06-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. **Write briefly :**
- OTT Platforms
 - Theater vs. Cinema
 - Narrative
 - Male gaze
 - Dominant Reader
 - Montage
 - Film Noir
 - Horror Films
 - Genre
 - Realism.

SECTION-B

2. What is the difference between film criticism and film review?
3. How does narrative structure affect the viewer's engagement with the story?
4. Explore the relationship between film and ideology.
5. How does globalization impact the production and consumption of media content?
6. Discuss the postmodern elements in contemporary cinema.

SECTION-C

7. How does the visual style of a film contribute to its storytelling and emotional impact?
8. Examine the impact of technological advancements on the art of filmmaking.
9. Analyze the key principles of feminist film theory and how it has influenced the representation of women in cinema?

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B.Sc. (Multimedia) (Sem.-5)

MEDIA THEORY

Subject Code : AMT-503

M.Code : 14029

Date of Examination: 25-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. **Write briefly:**
 - a) Advertisements
 - b) Reception Theory
 - c) Film criticism
 - d) Romantic comedy
 - e) Theater vs Cinema
 - f) Formalist Film Theory
 - g) Dark Comedy
 - h) OTT Platforms
 - i) Censorship
 - j) Digital Video.

SECTION-B

2. What was the best scene in your favorite movie and why?
3. In what ways do consumers influence the production of media content?
4. How do personal preferences and tastes affect the consumption of media content?
5. In what ways has feminist film theory influenced contemporary film and television narratives?
6. How do you feel about the rise of superhero movies in recent years?

SECTION-C

7. How do you feel about the way the horror genre has evolved over time?
8. How has feminist film theory shaped the way we interpret and analyze the representation of women in popular media?
9. What role do government policies play in regulating the production and consumption of media content?

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BAMT (Sem.-5)
MEDIA THEORY
Subject Code : AMT-503
M.Code : 14029

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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SECTION-A

Write briefly :

1. Feminism
2. Reception
3. Advertising
4. Television
5. Content
6. User
7. Spectator
8. Consumer
9. Receiver
10. Criticism



SECTION-B

11. Give a standard definition of Advertising.
12. Enumerate five uses of video.
13. What is digital video?
14. List different types of audio visual media.
15. Define culture.

SECTION-C

16. Discuss the theories of spectatorship.
17. Establish the relationship between media and the Culture Theory.
18. Highlight the critical importance of the Reception Theory.

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