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FIFTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, NOVEMBER 2026

COMMUNICATION AND MEDIA / JOURNALISM AND MASS COMMUNICATION

JOU5FS112- Multimedia Content Creation

2024 Admission

Maximum Time :1.5 Hours | **Maximum Marks :50**

Section A

All Questions can be answered. Each Question carries 2 marks (Ceiling : 16 Marks)

1	What are multimedia platforms?
2	Mention two trends in media content creation.
3	What is shutter speed?
4	What is colour grading?
5	Define visual grammar.
6	What is a close-up shot?
7	What is audio recording?
8	What is transmedia storytelling?
9	What is new media?
10	What is story board?

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)

11	Discuss the role of multimedia in the digital era.
12	Explain post-processing workflow in digital photography.
13	Describe various types of camera shots used in videography.
14	Explain three-point lighting.
15	Discuss the role of analytics in measuring success in new media.

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

16	Explain audio production techniques and equipment used in media production.
17	Discuss composition techniques used in photography with suitable examples.