

Total No. of Pages : 02

Total No. of Questions : 09

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

DOCUMENTARY AND ADVERTISEMENT FILMS

Subject Code : BMEFT-307

Paper ID : [F0324]

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. Fiction Films.
 - b. Boleslaw Matuszenwski.
 - c. Non Fictional Films.
 - d. What Is Observational Documentaries?
 - e. Research.
 - f. Advertisement Films.
 - g. Content Writer.
 - h. Adr.
 - i. Boom.
 - j. Dolly.

SECTION-B

2. What are non fictional films? Explain.
3. What kind of subjects can be used to make a documentary film?
4. Explain the principles of advertisements.
5. What is the role of wordings and watch words?
6. What is campaigning? How it works?

SECTION-C

7. Describe the role of copy writer, survey and planning of an advertisement.
8. Define the concept of advertisement and types of advertisement.
9. What are the forms of advertisement promotion? Explain.