

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

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

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) Television
- b) Media content
- c) Spectatorship
- d) Transmission
- e) Video art
- f) Media user
- g) Parallel cinema
- h) Popular cinema
- i) Box office hit
- j) Define film

SECTION-B

2. Mention five characteristics of television.
3. What are everyday uses of digital videos?
4. Explain the concept of “Media Consumption”.
5. Why is advertising important for film production?
6. Write a brief note on art-house cinema.

SECTION-C

7. Discuss the importance of Reception Theory.
8. How has feminism influenced film Theory?
9. Discuss in detail the theory of production and consumption of media content.

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.