

VCD...26/10/23...SYFTNMP UNDERSTANDING TV GENRES & FORMATS SEM -3  
EXAM-OCTOBER -2023  
60 MARKS. 2:00HRS.

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- All questions are compulsory
- Figures to right indicate full marks

Q1) What is Drama Creation and how does it help in TRP?

(15 Marks)

OR

Q1) What is the effect of Niche programming in Film and TV serials

(7 & 8 Marks)

Q2A) What is the BBC?

Q2B) What types of programs are shown on Discovery channel?

OR

Q2) What are the different genres in film and TV programming? Explain in detail.

(15 Marks)

Q3A) What is herd culture in present times?

(7 & 8 Marks)

Q3B) What do you understand about GEC? Explain in detail

Or

Q3) what are the three stages in the making of a film or TV serial?

(15 Marks)

Q4) write short note on **any three**

(15 Marks)

- 1) Entertainment
- 2) Infotainment
- 3) Edutainment
- 4) Effect of TV on audience
- 5) Content on Demand

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