



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

School: School of Film and Media

Program : BBA Media & Communication

Course: Corporate & Ad Film Production

Course Code: MAC313

Semester: Five

Max Marks: 100

Duration (mins): Jury

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Q1:- Explain corporate film with suitable example.

Q2:- What is the Editing pattern of corporate film.

Q3:- Explain cuts and transition differences between fiction and corporate film.

Q4:- What are the key points in the lighting technique of corporate films?

Q5:- What are the different types of corporate film?

Q6:- Explain production and company profile corporate film.

Q7:- What are the different types of advertising?

Q8:- Explain different types of catch lines in ad film making?

Q9:- Explain lens line.

Q10:- What is real self and ideal self in ad story?

\*\*\*\*\*ALL THE BEST\*\*\*\*\*