University of Kelaniya – Sri Lanka
Centre for Distance & Continuing Education
Bachelor of Arts (General) Degree Second Examination (External) - 2012
March - May 2015
Faculty of Social Sciences
Tourism and Cultural Resource Management- TCRM- E2015
Visual Media for Tourism
Answer any four (04) questions

No. of questions : 08  Time : 03 Hours

01. Explain the concepts of visual Media and its importance for tourism.

02. Explain Basic camera Angles used in Electronic Visual media in tourism industry and explain the feelings reflected from those angles.

03. Discuss the strategies / techniques followed in printed Media such as hand bills and Posters for tourism promotion.

04. "Script writing holds a huge responsibility in Electronic Media." Discuss this statement, paying attention on to the factors considered in script writing.

05. Explain production periods followed in television programes for tourism promotion and technicians with their tasks/ duties during each production period.

06. "Documentary programs and Documentary films holds huge responsibility in tourism promotion." Discuss those program structures and their potentials with examples.

07. "Internet supports extremely for marking tourism very successful” Discuss this statement.

08. Write short notes on any four (04) topics from the followings.
   i. Basic camera shots
   ii. Cutouts
   iii. Out door shootings
   iv. Lighting
   v. Trailers
   vi. Fillers
   vii. Blog
   viii. Video Editing

*******************************