

There are  $\binom{4}{2}$  ways to choose 2 student that get nothing. Each prize can be given to one of 2 remaining students. So total number of variants equals to  $2^8 - 2$  (2 variants when one of the students gets all prizes. So answer for the first question is

$$\binom{4}{2} (2^8 - 2) = 6 \cdot 254 = 1524$$

To find the answer for the second question we need to add number of ways where 3 students get nothing that equals to 4 (when one of the students gets all prizes). So the answer is

$$1524 + 4 = 1528$$