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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BMMC Degree Examination, March 2018
BBMC2B02 – Creativity and Design Skills
(2017 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

SECTION A(One word)
Answer all the questions

1. Surface Quality is known as.....
2. Difference in color and light is.....
3. Color model for electronic display is.....
4. Identical objects on either side of the central point are known as.....
5. Vector graphics
 - a. Lines
 - b. bitmaps
 - c. Pixel
 - d. None of the above
6. Colors are a group of colors that consist of reds, yellows, and oranges.
 - a. cool
 - b. Warm
 - c. Analogous
 - d. neutral
7. An element of art that is three dimensional (height, width, and depth) and encloses Volume
 - a. line
 - b. form
 - c. shape
 - d. none of the above
8. Page design software
 - a. InDesign
 - b. Excel
 - c. 3D max
 - d. Power point.
9. Background
 - a. Farthest plane of the picture
 - b. Nearest plane of the picture
 - c. Base of the picture
 - d. None of the above
10. Distortion
 - a. Curvature
 - b. Twist of shape
 - c. parallel lines
 - d. None of the above
11. Fresco
 - a. Projected panel
 - b. 3D Sculpture
 - c. Mural
 - d. None of the above
12. Which of the following is usually NOT an area of responsibility for people who work in advertising agency?
 - a. Research
 - b. Creativity
 - c. Printing
 - d. Buying

(1 x12=12 Marks)

SECTION B

Answer any seven questions. Each question carries 2 marks

13. Ideation
14. Combinational creativity
15. Creativity
16. Brainstorming
17. Additive color
18. Two point perspective
19. Gray scale
20. TIFF

(2 x 7 = 14 Marks)

SECTION C

Answer any six questions. Each question carries 5 marks

21. Explain Gestalt Theory
22. What are the features of creative people?
23. Explain basic drawing skills
24. Explain color wheel
25. What are the factors that blocking creativity?
26. Explain elements of design
27. Write a note on RGB and CYMK color models
28. Draw the basic "forms" in three different lighting conditions
29. What are the main difference between brochures and posters?

(5 x 6 = 30 Marks)

SECTION D

Answer any three question. Each question carries 8 marks

30. What are the basic design principles? Explain with examples.
31. Explain the significance of creativity in media industry.
32. Define the term design and explain it in historic perspective.
33. What is the science behind creativity?

(3 x 8 = 24 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Second Semester BMMC Degree Examination, March 2018
 BBMC2C03 – Fundamentals of Multimedia
 (2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

..... is the process of improving the quality of a digitally stored image by manipulating the image with software or some techniques.

- | | |
|----------------------|-----------------------|
| a) Image Enhancement | b) Image Restoration |
| c) Image Scaling | d) Image Segmentation |

..... is the rapid display of a sequence of images in order to create an illusion of movement.

- | | |
|--------------|--------------|
| a) Editing | b) Buffering |
| c) Animation | d) Streaming |

Which of the following is a new open image format designed by Google to reduce image file size and speed up web page loading?

- | | |
|---------|---------|
| a) WEBP | b) BMP |
| c) TIFF | d) JPEG |

..... is popular effect in motion pictures and animations in which one image transforms into another.

- | | |
|------------------|----------------|
| a) Fast Cutting | b) Morphing |
| c) Chroma Keying | d) Restoration |

PAL stands for

- | | |
|---------------------------|-------------------------------|
| a) Phase Audio Line | b) Phase Alternate Line |
| c) Progressive Audio Line | d) Progressive Alternate Line |

PPI stands for

- | | |
|--------------------|---------------------|
| a) Pixels Per Inch | b) Dots Per Inch |
| c) Pica Per Inch | d) All of the Above |

The term 'Multimedia' was first coined by

- | | |
|--------------------|--------------------|
| a) Tay Vaughan | b) Marshal McLuhan |
| c) Bobb Goldsteinn | d) Marconi |

The science of colour is called

- | | |
|---------------|-------------|
| a) Chromatics | b) Kinetics |
| c) Acoustics | d) Kinesis |

a) Ctrl + R

b) Ctrl + F

c) Ctrl + T

d) None of these

10. is a collection of characters of a single size and style belonging to a particular typeface family.

a) Typeface

b) Font

c) Character

d) Clip Art (10 x 1 = 10 Marks)

Section B (Short answer)

Answer any Ten questions. Each question carries 2 marks

11. CMYK
12. Resolution
13. Codec
14. Vector
15. Image Restoration
16. Aspect Ratio
17. 1920×1080p60
18. Flatten Image
19. Serif and Sans-serif
20. Pulse Code Modulation
21. DAC
22. Layers

(10 x 2 = 20 Marks)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What is Image Processing? Explain different tasks involved in Image Processing.
24. Discuss the relevance of graphics in Multimedia.
25. Multimedia compression is classified as Lossless and Lossy Compression. Elaborate.
26. Write a note on various Image File Formats.
27. Explain Analogue-to-Digital Conversion and Digital-to-Analogue Conversion.
28. Write a detailed note on various Television Standards.
29. Write a note on Media Convergence.
30. Use of Multimedia in Education in India.

(5 x 6 = 30 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

31. The impact of the Multimedia applications is all pervasive, not just in entertainment industry. Write an essay on application of Multimedia in various fields.
32. Write an essay on different Audio and Video storage formats used in Multimedia.
33. Write an essay on the use of Multimedia applications in Education sector in India.

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BMMC Degree Examination, March 2018
BBMC2C04 – Introduction to Cinema
 (2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

Akira Kurosawa is a _____ film maker

- A. Japanese B. Chinese C. Pakistan D. Korean

Who is the present chairman of CBFC?

- A. Sharmila Tagore B. Pankaj Nihlani C. Prasoon Joshi D. Leela Samson

What is the first Indian sound film?

- A. Panther Panchali B. Alan Ara C. V. Iyengar D. Jazz Singer

Cut is a _____

- A. Camera movement B. Camera angle C. Transition D. Treatment

The graphical representation of a shot is called _____

- A. Script breakdown B. Story board C. Infographics D. Transition

Which among these is not a camera movement?

- A. Pan B. Zoom C. Tilt D. Focus

'Padmavat' is a movie is directed by _____

- A. Priyadarshan B. Sanjay Leela Vaidya
 C. Rituparna Ghosh D. Abhishek Chaubey

Which among the below is a surrealist film?

- A. Man with the movie camera B. Un chien Andalou
 C. Bicycle thieves D. Rome open city

_____ is the documentary directed by Robert Flaherty.

- A. Man and Machine B. Nanook of the North
 C. Night Mail D. Weather Forecast

10. Roberto Rossellini is a director of _____ movement.

- A. French New wave B. Surrealism
 C. Italian New Wave D. German Expressionism.

(10 x 1 = 10 Marks)

Section B (Short Answer)

Answer any ten questions. Each question carries 2 mark

11. Panther Panchali
12. Set designing
13. Treatment
14. Indian parallel cinema
15. Montage
16. Transition devices
17. Animation films
18. SFX
19. Camera angles
20. Tripod
21. Dziga Vertov
22. Battleship Potemkin

Section C (Paragraph Answer)

(10 x 2 = 20)

Answer any five questions. Each question carries 6 mark

23. What is three point lighting. Discuss the commonly using lights in a film production?
24. Trace the history of documentary.
25. Explain the characteristics of French New wave movement.
26. Define a shot. What are the different types of shots.
27. What is the language of cinema. Explain
28. Discuss the qualities and responsibilities of a film director
29. Trace the contributions of Lumiere brothers in the development of world cinema.

(5 x 6 = 30)

Section D (Essay)

Answer any two questions. Each question carries 10 Marks

30. Discuss the contributions of Malayalam cinema in the development of parallel cinema movement in India
31. Elaborate the different stages of film production.
32. What is a genre? Explain different film genres.

(2 x 10 = 20)