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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March /April 2019 BBMC4C08 - Advertising

(2017 Admission onwards)

Max. Marks: 80

ime: 3 hours

# Section A (One word) Answer all questions. Each question carries 1 mark

Answer an question	ns. Each question carries I mark
The word advertising was origin	nated from the Latin word 'advertere' which means
a) To turn the mind toward	b) To persuade
c) To attract	c) To turn away
Which of the following is not c	onsidered as a part of Marketing Mix?
a) Promotion	b) Pedigree
) Product	d) Price
Which of the following is a Poi	nt of Purchase publicity material?
a) Pamphlets	b) Bill Boards
e) Direct Mail	d) Danglers
A graphic symbol for a compar	ny, brand, or organization is known as
a) Logo	b) Logotype
e) Brand image	d) Both a & b
Desh Ki Dhadkan was the tagli	ne of
a) Royal Enfield	b) Bajaj
c) Maruti Suzuki	d) Hero Honda
Running an advertisement stea	adily throughout the period of a campaign is known as
a) Flight Scheduling	b) Continuity Scheduling
c) Pulse Scheduling	d) Seasonal Scheduling
Various techniques, methods a	and strategies adopted to familiarize a product or service
is known as	
a) Market Research	b) Sales Promotion
c) Marketing Mix	d) Advertising Campaign
In advertising, is ter	rmed as the measure of repetition of an advertisement.
a) Reach	b) Gross Rating Point
c) Frequency	d) All of the above

9.	A page without a border is	called a	
	a) Berliner	b) Broadsheet	
	c) Bleed	d) Gutter	
10.	A meeting to generate cre	ative ideas during the produc	tion of an advertisement
	known as		
	a) Ad Campaign	b) Brainstorming	
	c) Concept Briefing	d) Client Meeting	(10  x  1 = 10  Marks)
11.	Answer any Ten o	ection B (Short Answer) questions. Each question carr	ies 2 marks
12.	Segmentation Fliers		
13.	Bulova Time		
14.	Celebrity Endorsement		
15.	Creative Boutiques		
16.	Portfolio		
17.	Brand Image		
18.	Flight Scheduling		
19.	AIDA Model		
20.	POP Ads		
21.	Advertorial		
22.	Transit Advertising		$(10 \times 2 = 20 \text{ Marks})$
23.		Section C (Paragraph) uestions. Each question carri	es 6 marks
24.		a Mix and Media Scheduling.	
25.	What are the components of		
26.	Write a short essay on the fu	unctions of advertising.	
27.		amer Advertising and Trade Ad	Ivertising

- 28. Write a note on Advertising Standards Council of India.
- Define Layout. What are the functions of an Advertisement Layout? 29.
- In advertising, the target audience is often defined in terms of demographics an 30. psychographics. Elaborate.

 $(5 \times 6 = 30 \text{ Marks})$ 

### Section D (Essay)

### Answer any two questions. Each question carries 10 marks

- Write an essay on the economic, social and ethical issues in advertising. 31.
- Discuss in detail the structure and functions of an advertising agency. 32.
- 33. Elaborate on different types of advertising media. Write down the advantages an disadvantages of each media.  $(2 \times 10 = 20 \text{ Marks})$

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#### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March / April 2019 BBMC4C07 - Multimedia Journalism & E Content Development

(2017 Admission onwards)

ime: 3 hours

Max. Marks: 60

# SECTION A(One Word) Answer all the following questions. Each question carries 1 marks

1.	Blooms Taxonomy was created in								
2.	A learning object to test the skills before any training has taken place is								
3.	URL is the abbreviation of								
4.	AICC stands for								
5.	ADL stands for								
6.	A text which contain text to another	text							
7.	A media presentation over Internet								
	a) Webcasting	b) Video Conference							
	c) Live television broadcast	d) None of the above							
8.	Blogosphere means	yes much to every layer being all provide and the unit-							
	a)Connected Community of Blogs	b) Collection of blogs by an Author							
	c) Association of bloggers	d) None of the above							
9.	Podcast means?								
	a) Internet radio broadcast	b) Narrowcast							
	c) Digital radio broadcast	d) Video telecast							
10.	Media convergence								
	a) Print Media	b) Computing, communications, and content.							
	e) Interactive media	d) Video, Audio, text.							
		•							

# SECTION B Answer any six questions. Each question carries 2 marks

- 11. Learning Management System
- 12. Instructional design
- 13. Synchronous learning
- 14. INFLIBNET
- 15. E-zines
- 16. SCORM
- 17. Jhoomla
- 18. Citizen Journalism

 $(6 \times 2 = 12 \text{ Mg})$ 

# SECTION C (paragraph) Answer any threequestions. Each question carries 6 marks

- 19. Differentiate between e-paper and online newspaper
- 20. Explain the strengths and weakness of E-learning?
- 21. Explain free and open source software
- 22. What are the techniques used in E-learning to develop an interactive E-learning cour
- 23. What are the strengths and weakness of E-learning?

 $(3 \times 6 = 18 \text{ M})$ 

# SECTIOND(Essay) Answer any TWO questions. Each question carries 10 marks

- 24. Explain ADDIE model.
- 25. Trace the history of internet as a medium of communication and its impact on Journalism?
- 26. Write a note on E-Content development team.

 $(2 \times 10 = 20)$ 

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 $(10 \times 1 = 10 \text{ marks})$ 

#### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BMMC Degree Examination, March /April 2019 BBMC4C07 - Multimedia Journalism & E Content Development

(2017 Admission onwards)

me: 3 hours

Max. Marks: 60

#### SECTION A(One Word) Answer all the following questions. Each question carries 1 marks

111111111			
	1.	Blooms Taxonomy was created in .	
4	2.	A learning object to test the skills be	efore any training has taken place is
ks)	3.	URL is the abbreviation of	
	4.	AICC stands for	
	5.	ADL stands for	
	6.	A text which contain text to another	text
	7.	A media presentation over Internet	
		a) Webcasting	b) Video Conference
?		c) Live television broadcast	d) None of the above
	8.	Blogosphere means	inimist The west series but substants are a series
·ks)		a)Connected Community of Blogs	b) Collection of blogs by an Author
		c) Association of bloggers	d) None of the above
	9.	Podcast means?	
		a) Internet radio broadcast	b) Narrowcast
		c) Digital radio broadcast	d) Video telecast
- 1	10.	Media convergence	
- 1		a) Print Media	b) Computing, communications, and content.
		c) Interactive media	d) Video, Audio, text.
rks)	10		

### SECTION B Answer any six questions. Each question carries 2 marks

- 11. Learning Management System
- 12. Instructional design
- 13. Synchronous learning
- 14. INFLIBNET
- 15. E-zines
- 16. SCORM
- 17. Jhoomla
- 18. Citizen Journalism

 $(6 \times 2 = 12 \text{ Ma})$ 

# SECTION C (paragraph) Answer any threequestions. Each question carries 6 marks

- 19. Differentiate between e-paper and online newspaper
- 20. Explain the strengths and weakness of E-learning?
- 21. Explain free and open source software
- 22. What are the techniques used in E-learning to develop an interactive E-learning cours
- 23. What are the strengths and weakness of E-learning?

 $(3 \times 6 = 18 \text{ Ma})$ 

## SECTIOND(Essay) Answer any TWO questions. Each question carries 10 marks

- 24. Explain ADDIE model.
- 25. Trace the history of internet as a medium of communication and its impact on Journalism?
- 26. Write a note on E-Content development team.

 $(2 \times 10 = 20 \text{ M})$ 

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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March / April 2019 BBMC4B05 - Scripting For Media

(2017 Admission onwards)

me: 3 hours

is)

Max. Marks: 80

# Section A (One word) Answer all questions. Each question carries 1 mark

Superimposed titles moves across on screen	n called
a. Jump	b. Crawl
c. Continuous.	d. Crossfade
EXT.	
a. Extra scene not in the Script	b. Extra Acctor
c. Scene taken place out of the doors	d. Shots takes extra time
Trolley is a	
a. A Camera angle	b. A mechanism for camera movement
c. A Chair carries for actors	d. A Camera shot
Split screen shot	
a. Splitting of shots	b. Splitting of Scene
c. Single frame splitted in to more frames	d. Splitting of pages
The beginning of scene that briefly describe	es the location and the time of the day called
	Sharped children was the above service
a. Credits	b. Treatment
c. Slugline	d. Timeline
The theatrical advertisement of an upcomin	g film
a. Trailer	b. Transit advertisement
c. Titling	d. Newsreel
Structure of a script	<b>第一个方式的第三人称单数形式的现在分词</b>
a. Dialogue and elements	b. Dialogue and description
c. Description of Characters	d. Design of shots
POV	and the delicate participates an over A. The second
a. Presentation of visuals	b. Picture of vision
c. Point of view	c. Photograph of visuals

9.	A transition often used to compar	e two completely unrelated objects is
	a. Wipe	b. Match cut to
	b. fade in	c. fade out
10.	Aerial Shot	
	a. Wide angle shot	b. shot taken with a macro lens
	c. shot taken from a plane	d. low angle shot
		$(10 \times 1 = 10 \text{ M})$
		on B (Short answer)
11.	Script breakdown	tions. Each question carries 2 marks
12.	Treatment	
13.	BGM	
14.	Suspense thriller	
15.	Draft Script	
16.	Storyboard	matter
17.	Film noir	Street taken place her of the doors
18.	Screenplay	la su. It sub-questi a la escriptor purotor de la valla
19.	Transition devices	
20.	Jump cut	
21.	Camera angles	
22	Subtitles	$(10 \times 2 = 20 \text{ Ma})$
	Sec	tion C (Paragraph)
23.	Answer any five ques What are the different Scripting l	tions. Each question carries 6 marks Formats?
24.	Stages of Scripting	Death S. Commission of the Com
25	What are the different types of sh	not?
26.	What are the different softwares	using for multimedia scripting?
27.	What are the qualities required for	or a script writer?
28.	What are the different objectives	of preparing storyboard for a multimedia production
29.	What is a Script layout? Explain	. The first of the special control
	* All a selected to the Verifical	$(5 \times 6 = 30 \text{ M})$
		Section D (Essay) tions. Each question carries 10 marks
30.		nges in different stages of film script preparation
31.	Write a script and prepare a story	board for an educational documentary.

What are the key elements of a good script?. Discuss.

32.

 $(2 \times 10 = 20 \text{ Ma})$ 

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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March /April 2019 BBMC4B06 - Introduction to Videography

(2017 Admission onwards)

ime: 3 hours

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Max. Marks: 60

Section A (One word)													
Answer all questions. Each question carries	1	mark											

is the bas	ic form of editin	g.	
(a) Cut	(b)Dissolve	(c)Iris in/iris out.	(d)Fade out/fade in.
Zoom lens is a	-lens.		
(a)Wide angle	(b)Fixed focus	(c)Narrow angle	(d) Variable focus.
is a process	of converting an	alogue video into digit	tal audio.
(a) Sampling.	(b)recording.	(c)stretching.	(d) digitizing
Dubbing is usually of	lone at the		
(a)Pre-production st	age. (b)Post-prod	duction stage. (c)Produ	uction stage (d)Scripting stage.
Use of Back light is			
(a) Show back of th	e object	(b)Hide front	of the object
(c) outline of the ob	ject	(d)None of the	em.
Budgeting of a vide	o programme is	usually at:	
(a)Production stage.		(b)After the sh	noot
(c)Pre production st	age.	(d) Scripting s	stage.
High angle shot ind	icates that the ca	mera is positioned	the subject.
(a)below	(b)above	(c)at the eye leve	d)opposite.
Generation loss is the	he most minimal	in	
(a)Nonlinear editing	g (b)Transferrin	g (c)Linear editing.	. (d)Assemble editing.
A system of number	ring that allows y	you to find out any rec	orded image with pinpoint
accuracy is known a	is.		
(a) Time bar	(b)Frame code	(c)Frame rate.	(d)Time code.
is the meas	sure of the degree	e of sharpness of an in	nage.
(a) Aspect ratio	(b)Pixel.	(c) Accuracy	(d) Deep Focus.
			(10  x  1=10  Marks)

### Section B (Short answer) Answer any six questions. Each question carries 2 marks

- 11. Pictorial balance
- 12. Sequence shot
- 13. Master Shot
- 14. Aperture
- 15. Frame Rate
- 16. Shallow focus
- 17. Continuity
- 18. Soft Box

 $(6 \times 2 = 12)$ 

### Section C (Paragraph) Answer any three questions. Each question carries 6 marks

- 19. What are the major features of Cinematography?
- 20. Explain the various types of Camera angles and Shots?
- 21. Give an idea about visual language with example?
- 22. What do you mean by Composition?
- 23. Make a brief note about proper Framing?

 $(3 \times 6 = 18)$ 

# Section D (Essay) Answer any two questions. Each question carries 10 marks

- 24. Write an essay about camera filters and Lenses?
- 25. Make an essay about different types of Cameras?
- 26. Explain about Five C'S of Cinematography with examples?

 $(2 \times 10 = 20)$ 

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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March /April 2019 BBMC4B07 – Fundamentals of Web designing

(2017 Admission onwards)

me: 3 hours

Max. Marks: 60

# Section A (One word) Answer all questions. Each question carries 1 mark

- 1. Tag for Line Break
- 2. w3c
- 3. Arpanet
- 4. Packet Switched Network
- 5. Webcasting
- 6. WYSIWYG
- 7. Tim Berners-Lee
- 8. CSS
- 9. FTP
- 10. Online Shopping

 $(10 \times 1 = 10 \text{ Marks})$ 

# Section B (Short answer) Answer any six questions. Each question carries 2 marks

- 11. What is Web application?
- 12. What are the tags in HTML?
- 13. Explain text formatting, editing and importing.
- 14. What is Java script?
- 15. Virtual Communication.
- 16. What do you mean by Meta data in HTML.
- 17. What is hyperlink?
- 18. Define Protocol.

 $(6 \times 2 = 12 \text{ Marks})$ 

# Section C (Paragraph) Answer any three questions. Each question carries 6 marks

- 19. JavaScript Data Types?
- 20. Write a short note on web authoring tools.
- 21. Features of User Interface design?
- 22. What is the use of <a> tag? How would you navigate between multiple pages?
- 23. Write notes on HTML frames.

 $(3 \times 6 = 18 \text{ Mar})$ 

# Section D (Essay) Answer any two questions. Each question carries 10 marks

- 24. How will you create a 5 x 5 table using HTML tags?
- 25. Describe various steps of Web designing.
- 26. Explain social and economic dimensions of Social media.

 $(2 \times 10 = 20 \text{ Mar})$ 

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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

The Semester BMMC Degree Examination, March / April 2019
A13 - Entrepreneurship Development

(2017 Admission onwards)

3 hours

Max. Marks: 80

# PART - A Answer all questions. Each question carries one mark

Answe	r all questions. Each	question carrie	s one mark
Poverty eradication ar	nd women empowerr	nent are the main	objectives of
units in Kerala.			
Family responsibilitie	s are one of the prob	lem of a	Entrepreneur.
The MSME Developm	nent Act came into fo	orce in	
Project Formulation n	neans S	Study.	
Project appraisal is us	ually done by a		
A single lump sum wh	nich is given by a go	vernment to an er	trepreneur to cover the
cost is known as			
(a) subsidy	(b) concession	(c) bounties	(d) none of these
is an area	where applied resear	rch on high tech p	projects is conducted.
(a) STEP	(b) SWOT	(c) EPST	(d) None
Which of the following	ng is not a network to	echnique?	
(a) CPM	(b) PERT	(c) SWOT	(d) LOB
The process of measu	ring the progress and	d performance of	a project is called
(a) Project appraisal	(b) Project evaluat	ion (c) Project c	control (d) Project audit
is the abili	ty of an entrepreneu	r to successfully o	convince others.
(a) Persistence	(b) Initiative	(c) Competen	cy (d) Persuasion ,
			$(10 \times 1 = 10 \text{ Marks})$
Answer ar	PAl ny Eight questions. l	RT - B	rries two marks
Ci un	y wight questions.	Bach question ca	illes inv maiks

What do you mean by Pure entrepreneur?

Which are the types of entrepreneurs based on the type of business?

What is a tiny sector unit?

- 14. What do you mean by seed capital?
- 15. What is State Investment subsidy?
- 16. What is demand forecasting?
- 17. What do you mean by CPM?
- 18. What is project life cycle?
- 19. What are the positive factors influencing the business opportunities in Kerala?
- 20. What are the goals of ED club?

 $(8 \times 2 = 16 \text{ Marks})$ 

### PART - C Answer any six questions. Each question carries four marks

- 21. What are the characteristics of an entrepreneur?
- 22. What are the common entrepreneurial traits?
- 23. What are the objectives behind the establishment of KFC?
- 24. How is MSME classified?
- 25. What is Project formulation? Describe its significance.
- 26. What is PERT? How it is differed from CPM?
- 27. What are the objectives of industrial policy of Kerala?
- 28. What is the role of ED clubs in the entrepreneurial development of Kerala?

(6x 4 = 24 Marks)

# PART - D Answer any two questions. Each question carries fifteen marks

- 29. Define women entrepreneurship. Trace the growth of women entrepreneurship with special reference to India.
- Explain the growth of small scale sector in India and its impact on employment and investment opportunities.
- 31. Define Business Incubation. What are the benefits are services provided by business incubation centers?

 $(2 \times 15 = 30 \text{ Marks})$ 

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### FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

### Fourth Semester BMMC Degree Examination, March /April 2019 A14 - Basics of Audio Video Media

(2017 Admission onwards)

3 hours

Max. Marks: 80

# PART - A Answer all questions. Each question carries one mark

Sone is a unit of
A transducer that converts sound waves to electrical signals is called
On what principle does a moving coil microphone work?
What makes a microphone omni-directional?
A rigid flat material used to extend the edges of a loudspeaker cone is called
is a smooth tipped needle-like object that are used to play the recorded groove.
Wow distortion occurs when speed of tape varies from 0.5 Hz to Hz.
is a trap circuit which does not allow the bias oscillator's signal to go to
the amplifier.
Expansion of DVD is
The base coating material of a magnetic tape is
$(10 \times 1 = 10 \text{ Marks})$

# PART - B Answer any 5 questions. Each question carries two marks

What do you understand by the term threshold of hearing?

What do you mean by the sensitivity of microphone? What is its SI unit?

Which are the four types of noise reduction techniques?

What are the different parts of a tape recorder?

What is the difficulty in providing dc bias for recording?

What do you mean by video compression?

Why is a DVD also called a digital versatile disc?

 $(5 \times 2 = 10 \text{ Marks})$ 

#### PART - C

### Answer any six questions. Each question carries five marks

- 18. Briefly explain about the sound reflection, refraction and diffraction.
- 19. Explain the concept of stereophony.
- 20. Differentiate High-pass and low-pass filters.
- 21. Briefly explain about the various types of loudspeakers.
- 22. Briefly explain the concept of multi-track sequencing.
- 23. Briefly explain about analog and digital mixers.
- 24. Briefly explain about analog video recording.
- 25. Write a note on MPEG.

(6x5 = 30 Marks

# PART - D Answer any two questions. Each question carries fifteen marks

- 26. Explain about the various types of microphones?
- 27. What are the requirements of a good auditorium for pleasant listening? Give salient features of acoustical design for an auditorium?
- 28. Explain the principle of magnetic recording and reproduction with the help of a neat sketch.
- 29. Explain the differences between VCD, DVD, and blue-ray disc recorders and players.

 $(2 \times 15 = 30 \text{ Marks})$