1B1N19013   (Pages : 2)   Reg. No:..............................

Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA MC Degree Examination, November 2019

BMM1C02 – Introduction to Electronic Media

(2019 Admission onwards)

Time: 2 hours   Max. Marks: 60

Section A

Answer any number of questions, each not exceeding 50 words. Each question carries 2 marks ceiling of marks for this section is 20.

1. Prime time
2. Jingle
3. AM
4. Guglielmo Marconi
5. Vividh Bharathi
6. SITE
7. HDTV
8. FTII
9. Sitcoms
10. Wilbur Schramm
11. Talk shows
12. Teleprompter

Section B (Short Answer)

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks ceiling of marks for this section is 30.

13. Prasar Bharathi

14. Narcotizing dysfunction

15. DTH

16. Influence of new media on television broadcasting

17. Community radio

18. Different types of programmes on television

19. Private FM

Section C (essay)

Answer any one questions each not exceeding 400 words. Each question carries 10 marks

20. Write in detail on the history of radio in the world giving special reference to technology and key personalities.

21. "Radio plays a great role in bringing social transformation". Explain.

(1 x 10 = 10 Marks)

48

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA MC Degree Examination, November 2019

BMM1C01 – Introduction to Communication

(2019 Admission onwards)

Time: 2 ½ hours   Max. Marks: 80

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 25

1. Group Communication
2. Uses and gratification theory
3. Encoder
4. The Shannon and Weaver model of communication
5. Haptics
6. Concept of Noise in Communication.
7. Proxemics
8. Decoding
9. Semantic Barrier
10. Paralanguage
11. Agenda setting in media.
12. Gate keeping in Mass communication
13. Selective exposure
14. Global Village
15. Sender

Section B (Short answer)
Answer any number of questions each not exceeding 100 words. Each question carries
5 marks. Ceiling of marks for section B is 35

16. Write about any two models of communication of your choice

17. Differentiate between face to face communication and mediated communication

18. Explain barriers to effective communication.

19. Differentiate between selective exposure and selective perception.

20. What are the characteristics of interpersonal communication?

21. Briefly explain the Gerbner's communication model

22. Frank Dance uses the form of a *Helix* to describe communication process. Explain.

23. Differentiate between encoding and decoding in communication.

Section C (Essay)

Answer any two questions not exceeding 400 words each question carries 10 marks

24. What is interpersonal communication? Compare the message and audience characteristics of interpersonal communication with mass communication

25. Explain the functions and dysfunctions of mass communication

26. Explain the characteristics of Verbal Communication and differentiate it from non-verbal form of communication

27. Explain Individual Difference Theory in detail.

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                                             Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA MC Degree Examination, November 2019

BMM1B01 – Introduction to Digital Media

(2019 Admission onwards)

Time: 2 ½ hours   Max. Marks: 80

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Search engine

2. hypermedia

3. Input & output devices

4. Citizen journalism

5. Content aggregator

6. TIFF

7. open source

8. LAN ,WAN & VAN

9. Compression

10. Hub and router

11. Web portal

12. NIC

13. URL

14. Adobe illustrator

15. Web Portal

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. What are the major types of audio formats?

17. what are the advantages of online newspaper ?

18. Compare the properties of TIFF, RAW, &JPEG

19. What is Cloud Computing and Its types?

20. Different types of compression

21. What are the Application of Multimedia

22. Explain digital divide

23. What are the properties of fonts ?

SECTION C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. what are the scope of online journalism in the developing future of India ?

25. Explain Communication revolution in the world.

26. Explain various file formats in Multimedia platform?

27. Explain the difference between adobe photoshop and illustrator ?

1B1N19011   (Pages : 2)   Reg. No:...............................

Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BA MC Degree Examination, November 2019

BMM1B01 – Introduction to Digital Media

(2019 Admission onwards)

Time: 2 ½ hours   Max. Marks: 80

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Search engine

2. hypermedia

3. Input & output devices

4. Citizen journalism

5. Content aggregator

6. TIFF

7. open source

8. LAN ,WAN & VAN

9. Compression

10. Hub and router

11. Web portal

12. NIC

13. URL

14. Adobe illustrator

15. Web Portal

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