

B4M20133

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2020

BBMC4C07 - Multimedia Journalism & E Content Development

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

SECTION A(One Word)

Answer all the following questions. Each question carries 1 marks

1. Hypertext
2. Vlog
3. E zines
4. Boolean search
5. Infotainment media
6. GUI
7. Virtual reality
8. GIF
9. JPEG
10. E journals

(10x 1 =10marks)

SECTIONB

Answer any six questions. Each question carries 2 marks

11. What is citizen journalism?
12. Elucidate the need of storyboarding for e – content.
13. What are search engines?
14. Define online journalism
15. What are web archives?
16. Define the term multimedia with examples
17. What are open source software?
18. How computer animation works?

(6 x 2 = 12 Marks)

SECTIONC (paragraph)

Answer any three questions. Each question carries 6 marks

19. Discuss the content management system
20. Elucidate the need of professional ethics in media
21. How does media convergence affect the society ?
22. List out the advantages and disadvantages of mobile media
23. Discuss various types of e content

(3 x 6 = 18 Marks)

SECTIOND(Essay)

Answer any TWO questions. Each question carries 10 marks

24. Write a factual report for a web news paper about the status of online journalism in India
25. Explain the tools of e content development and technical considerations for a multimedia project
26. Discuss the principles and pre requisites for web writing and reporting

(2 x 10 = 20 Marks)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, March/April 2020
BBMC4B06 – Introduction to Videography
(2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

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

1. A filter is a camera accessory consisting of an ----- that can be inserted into the optical path.
2. Which lens allowing a camera to change smoothly from a long shot to a close-up or vice versa by varying the focal length.
3. What does ISO stand for?
4. The rule of thirds is a "rule" or guideline which applies to the process of ----- visual images
5. CCU stands for -----
6. ----- is often a long shot and can sometimes perform a double function as an establishing shot.
7. Digital Cinema Initiatives (DCI) defines ----- standard as 2048×1080.
8. ----- is a semitranslucent material placed between a light source and a subject which scatters light beams to soften light.
9. ----- is a portable electronic recording device capable of recording live-motion video and audio for later playback.
10. A ----- effect in film is when the camera moves from one side of a scene to the other.

(10 x 1 = 10 Marks)**Section B (Short answer)****Answer any six questions. Each question carries 2 marks**

11. Why colour bar is used to videography?
12. What is acoustics?
13. What is the use of different lighting controls?

14. Discuss various types of camera mounting equipment?
15. What is the framing technique?
16. Mention advantages of 'point and shoot' camera?
17. What are the different types of lenses?
18. What is the purpose of an establishing shot?

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Different Types Of Cameras for Cinematography
20. How does a video tape recorder work?
21. What is the difference between shallow focus and deep focus?
22. Explain the difference between refraction and diffraction of light?
23. What criteria must be kept in mind while choosing a video camera for any production?

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Illustrate and describe the body of the video camera and explain their use?
25. Explain the types of lighting? Discuss the utility of different lights used during a shooting?
26. Elucidate the kind of shots used during video production according to:

- A) Camera movements
- B) Camera angle
- C) Lens

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2020

BBMC4B07 – Fundamentals of Web Designing

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. The _____ tags begin and end an image map.
 - a) <image></image>
 - b) <area></area>
 - c) <map></map>
 - d) None of the above
2. What was the first ARPANET message?
 - a) "lo"
 - b) "hello world"
 - c) "marry had a little lamb"
 - d) "cyber space the final frontier"
3. Web pages are uniquely defined using:
 - a) IP addresses.
 - b) URL
 - c) Domain.
 - d) file name.
4. SMTP is a simple
 - a) TCP protocol.
 - b) TCP/IP protocol.
 - c) IP protocol.
 - d) None of the above.
5. Which program you need to write HTML?
 - a) Any text editor.
 - b) HTML development suit.
 - c) A graphic program.
 - d) Microsoft Front Page.
6. What is the correct HTML for making a drop-down list?
 - a) <input type ="list"/>
 - b) <select>
 - c) <list>
 - d) <input type ="dropdown"/>
7. Most search engines gives serious importance to meta tags when ranking websites in their listings?
 - a) True.
 - b) It depends on the key word.
 - c) False.
 - d) It depends on the service provider.
8. A Web publishing tool developed by Microsoft is:
 - a) Netscape Navigator.
 - b) Front Page.
 - c) Page Mill.
 - d) Hot Mail.
9. What is cookie?
 - a) Computer code used show animations and play's sound.
 - b) Information send to your computer that is used later to give information back to a visited website.

- c) Computer code that automatically records all purchases and payments you make from your computer.
- d) An advertisement that will at some time displayed on your computer screen.
10. What does SSL stand for?
- a) Secure Socket Layer. b) System Socket Layer.
- c) Super user System Login. d) None of the above

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Interactive Media
12. Wikileaks
13. Vlog
14. Arrays
15. List
16. Tim Berners-Lee
17. Cascading Style Sheet
18. Database

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What is RSS news feed? Explain with example.
20. What is URL? How its connects with WWW
21. What is the difference between **Web browser** and **Search Engine**?
22. What is Cyber Media?
23. What you mean by Internet Culture

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Write a HTML program to create an application form using various controls.
25. Detail the elements of web designing. Explain the different types of web pages?
26. Detail the stages involved in the website production.

(2 x 10 = 20 Marks)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2020

A13 - Entrepreneurship Development

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 80

PART A

Answer ALL questions. Each question carries 1 mark

Choose the correct answer

.....applied the word entrepreneur to business for the first time.

- (a) Robert Owen (b) Joseph Schumpeter (c) Richard Cantillon (d) Max Weber

According to Schumpeter, Is the most important function of a modern entrepreneur?

- (a) Innovation (b) invention (c) skill (d) creativity

Which of the following is a psychological factor affecting entrepreneurial growth?

- (a) Legitimacy of entrepreneurship (b) social status
- (c) need for achievement (d) none of these.

Large scale projects are an example ofproject

- (a) quantifiable (b) magnitude oriented (c) sectoral (d) crash

The discount rate must be determined in advance for the :

- (a) Payback period (b) Time adjusted rate of return method (c) IRR (d) NPV method

Fill in the blanks

The term intrapreneur was coined by

IRR is also called Method

.....analysis is a continuous process used to analyse the past and/or projected financial data.

Under the single roof of theall the services and support required by small and village entrepreneurs are provided.

..... Is referred to as group layout:

(1x10=10 marks)

PART B

Answer any EIGHT questions. Each question carries 2 marks

11. Who is an entrepreneur?
12. What is legitimacy of entrepreneurship?
13. Which are the factors affecting entrepreneurial growth?
14. What is single window system?
15. What are the risks involved in entrepreneurship?
16. What is bridge capital & seed capital?
17. What do you mean by subsidy?
18. What are project profiles?
19. What is slack?
20. What is discounted payback method?

(8x2=16 marks)

PART C

Answer any SIX questions. Each question carries 4 marks

21. Distinguish between NPV and IRR.
22. Define project report. Explain the contents of a project report?
23. What is the role of ED clubs in the entrepreneurial development of Kerala?
24. What are the common entrepreneurial traits?
25. Write a note on women entrepreneurship in Kerala?
26. What is KINFRA & explain the functions of KINFRA?
27. Explain the need for project formulation.
28. Define project management. What are the steps involved in it?

(6x4=24 marks)

PART D

Answer any TWO questions. Each question carries 15 marks

29. Define Entrepreneur & Enumerate the different types of entrepreneurs.
30. What are the measures taken by the Government for the promotion of SSI/MSME sector in India?
31. What is network analysis? State the advantages and limitations of CPM & PERT from the point of view of project management?

(2x15=30 marks)

4D

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, March/April 2020
A14 - Basics of Audio Video Media
(2018 Admission onwards)

Time: 3 hours

Max. Marks: 80

Part I
Answer all questions
Each question carries 1marks

1. Which microphone uses piezoelectric effect?
a)Moving. b)Ribbon. c)Crystal d)Capacitor.
2. Which frequency response is extended by woofer?
a)Low. b)High. c)Mid. d)All frequency.
3. Audio.
a)Acoustic energy. b)Sound energy. c)Electrical energy. d)Wind energy.
4. Electrical energy covert into acoustic energy.
a)Mic. b)Speaker. c)Mixer. d)Interface.
5. Magnetic cartridge uses the principle of
a)Emf induction. b)Motor. c)Amplifier. d)Dynamo.
6. The ratio of the octave is...
a)1:2 b)3:4 c)1:5 d)2:1
7. The combination of fundamental frequency is...
a)Timbre. b)Interval. c)Bandwidth. d)Overtones.
8. Teflon is related to...
a)Moving coil. b)Electret. c)Condenser. d) Carbon.
9. Which one of the following is not a part of the tap- transport mechanism?
a)Pinch roller. b)Capstan. c)Flywheel. d)Pre- emphasis.
10. What is the full form of PA system?
a)Power Amplifier. b)Public address. c)Program assistant. D)Pure Audio.

(10 x 1 = 10 Marks)

Part II

Answer any 5 questions
Each question carries 2 marks

11. Explain Signal to noise ratio in terms of microphones.
12. What is the function of processing circuit in a disc recording system?
13. What is frequency response of a microphone?
14. Distinguish between HPF & LPF.
15. How echo is related to reverberation?
16. Cartridge.
17. Distortion of microphone.

(5 x 2 = 10 Marks)

Part III

Answer any six questions
Each questions carries 5 marks

18. Why it's needed ac and dc biasing of magnetic recording in tapes?
19. Draw the pic-up pattern and explain the directivity of microphone.
20. Explain different types of microphones?
21. Explain the function of multi-way speaker system with neat diagram.
22. Discuss how the human ear functions.
23. Explain cone type loud speaker with diagram.
24. Discuss woofers, squawker and Tweeters.
25. Write characteristics of microphone.

(6 x 5 = 30 Marks)

Part IV

Answer the two questions
Each question carries 15 marks

26. Discuss the construction and principle of carbon microphone with neat diagram.
27. How magnetic recording and reproduction system functioning? Elaborate with block diagram of tap recorder.
28. Discuss the construction and principle of moving coil loud speaker with neat diagram
29. Discuss analog & digital mixer. Draw both diagram.

(2 x 15 = 30 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2020

BBMC4C08 - Advertising

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

AAAI was established in the year.....

- a) 1945 b) 1954 c) 1940 d) 1947

ABC stands for.....

- a) Advertising Broadcast Corporation b) Advertising Broadcast Company
- c) Audit Bureau of Circulation d) Audience Bureau of Circulation

The recipients of advertising message are called.....

- a) Target Audience b) Media c) Advertisers d) Ad Agency

In..... Advertising the company or product has a national target

- a) Global Ads b) Local Ads c) National Ads d) Regional Ads

..... Ads designed to stimulate the demand for a Generic product

- a) Secondary Demand Advertising b) Primary Demand Advertising
- c) Direct action Advertising d) Indirect action Advertising

.....is a memorable piece of music or lyrics broadcast on radio or television advertisements

- a) Slogan b) logo c) illustrations d) Jingles

Advertising Agency set up, owned and operated by the Advertiser is called.....

- a) Commercial Ad Agency b) Creative Boutique
- c) In- House Ad Agency d) None of these

USP is

- a) Universal Selling Provider
- b) Unique Selling Proposition
- c) Unique Source of Product
- d) Universal Source of Product

The Indecent Representation of Women Prohibition Act was passed in.....

- a) 1980 b) 1982 c) 1986 d) 1988

10. The text in the Ads which contains the details of the functions or features of a product is.....
a) Body Copy b) Slogan c) Illustrations d) Blurbs

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Brand Positioning
12. Personal Selling
13. Online Advertisements
14. Space Selling
15. Media Mix
16. Place Advertisements
17. Classifieds
18. Slogan
19. AIDA
20. Outdoor Advertisements
21. ASCI
22. Infomercials

(10 x 2 = 20 Marks)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Explain the objectives of Advertising
24. Describe the Key elements of Advertising
25. Explain the scope of Advertising as a tool of powerful communication
26. Narrate on different types of Advertising Agency
27. Discuss on the essential elements of an Ad Copy
28. Write a note on Advertising Appeals
29. Explain the features of an Advertising Campaign

(5 x 6 = 30 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Discuss the basic principles for writing a Print Ad Copy
31. Explain the advantages and disadvantages of Advertising
32. Narrate the ethical aspects of Advertising in India

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, March/April 2020
BBMC4B05 – Scripting for Media
(2018 Admission onwards)

Time: 3 hours

Max. Marks: 80

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

Treatment

- a) Character b) plot of your story written down in prose form
c) Scene d) None of the above.

Narration

- a) Description about an action b) Continuity
c) Page continuity d) Voice - over

Story board

- a) Graphic illustration of a shot b) A camera movement
c) Editing technique d) Screenplay.

Parenthetical

- a) Mini scene description that is written in the dialogue b) Character thought
c) Title card d) None of the above

5. The 3 Act structured was developed by who?

- a) Syd Field b) William Shakespeare
c) Steven Spielberg d) Kurasova

6. What is a Scene Heading?

- a) Introduction to the film b) Introduction to each character
c) Introduction to each and every scene d) First stage of production

7.is the lines of speech for each character.

- a) Sub header b) Character c) Heading d) Dialogue

8. Plot Can be defined as series of.....

- a) Comedy b) horror c) Dialogue d) action

9. Movies that take audience to a future time frame or an imaginary world.

- a) Sci-Fi and Fantasy b) Horror
c) Dialogue d) Action

10. Screenplays are traditionally between how many pages long?

- a) 105 to 120 b) 90 to 110
c) 90 to 120 d) 100 to 120

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Structure
12. Documentary
13. Drama
14. Three act structure
15. Plot
16. Shooting script
17. Flash back
18. Antagonist
19. Short fiction
20. Adapted screenplay
21. Scene
22. Final Draft

(10 x 2 = 20 Marks)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What is educational Script and its types?
24. Explain the Relation between narration and visuals in documentary?
25. What are the stages of scripting?
26. What you mean by screen play one page and split page?
27. What is the importance of research in script writing?
28. What are the Key elements of a good script?
29. What is the importance of conflict in film writing?

(5 x 6 = 30 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Explain the stages of scripting?
31. What is genre in films? Explain any five genres.
32. Explain the various types of scripts?

(2 x 10 = 20 Marks)

B4M20220

(Pages : 2)

Reg. No:.....*JK*.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BA Degree Examination, March/April 2020

BSOC4B06– Sociology of Indian Society

(2018 Admission onwards)

Time: 3 hours

Max. Marks : 80

Part - A (OBJECTIVE TYPE QUESTIONS)
Answer all questions. Each question carries one mark.

1. The Indus valley civilization is known as pre-Aryan civilization because of the evidence of -----.
2. Followers of this religion believe in a single, universal force called Brahman and are called as -----.
3. Interdisciplinary critique of colonialism is known as -----.
4. Who wrote the book 'Annihilation of Caste' ?
5. How many tribes are there in india?
6. Who is the author of the book 'The Remembered Village'?
7. Which is the biggest populated city in India as per the 2011 census?
8. Who has given the concept of Dominant Caste?
9. ----- is the classification of people into groups based on shared socio-economic conditions and a relational set of inequalities.
10. Westernisation is otherwise known as -----.

(10 x 1 = 10 Marks)

Section B (SHORT ANSWER QUESTIONS)

Answer any ten questions. Each question carries 2 marks

Write Short notes on :

11. Indian Society
12. Civilisation
13. Discourse
14. Orientalism
15. Nationalism
16. Tribes

17. Village Community
18. Class
19. Westernisation
20. Caste
21. Sanskritisation
22. Diversity and unity

(10 x 2 = 20 Marks)

PART C (SHORT ESSAY QUESTIONS)

Answer any six questions. Each question carries 5 marks

23. Explain the history of Indian Civilisation.
24. Compare the unique features of Hindu society with other societies in India.
25. Briefly discuss the colonial discourse on Indian society.
26. Place a critique of Subaltern perspective.
27. Give an account of the demographic, socio-cultural profile of Indian tribes.
28. Discuss the class and class dynamics in Indian society.
29. Make a contrast between villages and cities in contemporary India.
30. Describe the affirmative actions and positive discriminations in the context of caste.

(6 x 5 = 30 Marks)

PART D(ESSAY TYPE QUESTIONS)

Answer any two questions. Each question carries 10 marks

31. Narrate the making of Indian society.
32. How far do the nationalist orientations shape Indian Sociology?
33. Enumerate the concepts, institutions and features of India in transition.
34. Elucidate the processes and trends in the caste system of India.

(2 x 10 = 20 Marks)