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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Fourth Semester BMMC Degree Examination, March 2017
 BMM4B06 – Introduction to Videography
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. What format has the highest resolution?
 - a. Digital Betacam
 - b. VHS
 - c. One Inch
 - d. Betacam
2. Who Invented The Motion Picture Camera?
 - a. Alexander Graham Bell
 - b. Henry Ford
 - c. Thomas Jefferson
 - d. Thomas Edison
3. What should always be considered when framing a shot?
 - a. Rule of thirds
 - b. Sound
 - c. shot list
 - d. battery power
4. What is a standard piece of equipment used for steady camera shots?
 - a. Lens
 - b. Tri pod
 - c. hand held
 - d. camera strap
5. What type of shot displays the camera as a subject or character?
 - a. Two shot set up
 - b. Wide shot
 - c. point of view
 - d. over the shoulder
6. What does a camera person do?
 - a. Creates the script
 - b. Edits the footage
 - c. Shoot the footage and knows all the shot types
 - d. None of the above
7. What is a point of view shot?
 - a. Looking into the eyes on another subject
 - b. The camera shows what a character is looking at
 - c. A shot that shows a great deal of the area where the scene is taking place
 - d. None of the above
8. What type of shot establishes a scene setting?
 - a. Medium shot
 - b. Establish shot
 - c. Close up shot
 - d. None of the above
9. What is framing?
 - a. Establish Shot Sets up, or "establishes", a scene setting
 - b. A detail shot
 - c. The process of creating a composition
 - d. None of the above
10. What is panning?
 - a. Filming a shot
 - b. Move the camera left to right or right to left
 - c. Turning the camera off
 - d. All of the above

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Shallow focus
12. Crab shot
13. Rule of thirds
14. 30 degree rule
15. Cut-away
16. Camcorders
17. key light and fill light
18. Filters

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the various continuity aspects in cinematography?
20. Write about various camera shots and their uses.
21. What is the use of (a) High angle shot (b) Low angle shot (c) Eye level shot?
22. Write about the Purpose of lighting in an Indoor production.
23. Write about the different types of camera movements.

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the 5 C's of cinematography.
25. What you mean by Camera Grips? Which are the major types of Camera grips?
26. Write about the cinematography techniques used in any of your favorite movie.

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March 2017
A14 – Basics of Audio Video Media
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

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

1. is a sound gathering device of the ear.
2. is a pulse of sound comes back to the source after some time.
3. A speaker designed to handle the lowest range of the spectrum like 200 Hz and below is known as
4. A device or computer program that can code or decode a digital data stream of audio is a/an
5. The sensor which converts sound into an electrical signal is
6. Which was the first device used to record actual live sound?
7. is the time gap between direct sound reaching the ear and the first reflection of sound to the ear.
8. A long and narrow strip of plastic on which thin magnetic material is coated is known as
9. An electric circuit used to recover the information content from the modulated carrier wave is called
10. Expansion of VCD is

(10 x 1 = 10 Marks)**PART - B****Answer any 5 questions. Each question carries two marks**

11. Which are the factors that affect the behavior of sound?
12. Why sound is not traveling long distances like light?
13. Which are the different types of microphones?
14. Differentiate High-pass and low-pass filters.
15. What are the different types of pickup systems?
16. What do you mean by sensitivity?
17. What are the advantages of dynamic tracking?

(5 x 2 = 10 Marks)

PART - C

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

18. Briefly explain about White and Pink noise.
19. Briefly explain about stereophony.
20. Write a short note about the usage of crossover networks.
21. What are the uses of peaking and shelving filters?
22. Differentiate analog and digital sound recording.
23. Briefly explain the concept of magnetic recording.
24. Write a note about the technical specification of VCD and DVD.
25. Briefly explain about digital video recording.

(6 x 5 = 30 Marks)

PART - D

Answer *any two* questions. Each question carries *fifteen* marks

26. Explain the acoustic characteristics needed in an auditorium.
27. Explain the noise reduction techniques in detail.
28. Explain the various audio coding formats.
29. Explain about video compression techniques and standards.

(2 x 15 = 30 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March 2017
BMM4B07 – Fundamentals of Web designing
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. HTML
 - a) Hyper Text Makeup Language
 - b) Hyper Text Markup Language
 - c) Hyper media
 - d) None of the above
2. CSS
 - a) Coding Style Sheet
 - b) Content Scramble System
 - c) Cascading Style Sheet
 - d) None of the above
3. JSP
 - a) Java Server Page
 - b) Joint Service Program
 - c) Java Secure Page
 - d) Java Server Programming
4. FLV
 - a) Flash Video
 - b) Flash Linked Video
 - c) Flash Live Video
 - d) None of the above
5. w3c
 - a) Web Portal
 - b) International Standards Organization
 - c) Network Organization
 - d) None of the above
6. Alibaba
 - a) E-Commerce Company
 - b) Network marketing
 - c) Online Advertising Company
 - d) None of the above
7. GUI
 - a) Graphical User Image
 - b) Graphical User of Internet
 - c) Graphical User Interface
 - d) None of the above
8. Ordered Lists
 - a)
 - b)
 - c)
 - d)
9. Line Break
 - a)

 - b) <lb />
 - c)
 - d)

10. Tim Berners-Lee
 - a) Inventor of the XML
 - b) Inventor of the World Wide Web
 - c) Inventor of the Internet
 - d) None of the above

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Web portal
12. HTML Lists
13. Podcasting
14. TCP/IP
15. HTTPS
16. GoDaddy
17. Mozilla Firefox
18. Search Engine

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Two Types of CSS?
20. What is meant by Virtual hosting?
21. Web server?
22. Events and Objects in JavaScript?
23. Weblog?

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Features of Web Authoring Software.
25. Make an essay about E-commerce.
26. Is social media actually making us more social? Describe.

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Fourth Semester BMMC Degree Examination, March 2017
BMM4B05 – Scripting For Media
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Which is not a film genre from the following?

a) comedy	b) romance
c) action	d) Rhythm
2. Split page

a) Script written half the page	b) Script written divided as audio and video
c) Type of tv script	d) None of the above.
3. Which is a women oriented programme

a) Sakhi	b)safari
c)varthakalkkipuram	d)train journey
4. Dialog

a) characters are supposed to say according to the script	
b) Discussion with script writer and director	
c) Title card	d) None of the above
5. Short film means

a) Film shown in short screen	b) Film shown in small theatres
c) Film in short duration	d) Film shown in short screen
6. NEXT SCENE

a) Next chapter	b) Not the end of the movie, but end of a major movement
c) Next page	d) None of the above
7. Minority programme

a) Programme scene only by very less number of audience	
b) Programme for minority group	
c) Programme produced using minimum elements	
d) None of the above	
8. Montage

a) a series of short shots are edited into a sequence to condense space, time, and information			
b) Cut between shots	c) Clapping	d) None of the above	
9. Story line

a) The plot or subplot of a story	b) Reverse shot
c) Shot from back ground	d) None of the above
10. Rough cut

a) Slow transition	
b) the first stage in which the film begins to resemble its final product.	
c) Final shot	d) None of the above

(10 x 1 = 10 Marks)

Section B (Short answer).

Answer any ten questions. Each question carries 2 marks

11. Script
12. Story board
13. Documentary
14. Draw a format for a script.
15. Feature openers
16. News formula
17. Hiring a writer
18. Advertisement
19. Idea development
20. Montage
21. Frame rate
22. Transition effects

(10 x 2 = 20 Marks)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the elements for a script?
24. Write about one page and split page screen play.
25. Differentiate non-fiction and fiction films.
26. What are the importance of accuracy and field work while doing a news story?
27. What do you mean by multiangled stories?
28. Write about your favourite animation movie and why do you like it?
29. What are the relation between narration and visuals?

(5 x 6 = 30 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Write a script for a 30 sec advertisement.
31. What are the types of scripts?
32. How do you analyse a script?

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Fourth Semester BMMC Degree Examination, March 2017
 BMM4C07 – Multimedia Journalism & E.Content Development
 (2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. What does HTTP stands for?

a. High-tech telecasting programme	b. Hypertext Transfer Protocol
c. Hypermedia transfer programme	d. None of the above
2. Online encyclopedia is

a. Wikipedia	b. face book
c. None of the above	d. media college
3. LMS means?

a. Learners management system	b. Lowest management system
c. Learning management system	d. None of the above
4. URL is the abbreviation of -----

a. Universal Resource Location	b. Uniform Resource Locator
c. Universal Records Label	d. None of the above
5. Which among is not a user generated content -----

a. Blog	b. You tube videos
c. operating system	d. email
6. e-zines are -----

a. multimedia tools	b. Embedded Mark-up language
c. a magazine only published in electronic form on a computer network.	
d. None of the above	
7. Expand IMDB

a. Indian movie database	b. Internet Movie Database
c. None of these	d. Internet movie datafile
8. which among is not a multimedia element -----

a. Text	b. Animation
c. cinema	d. audio
9. A media presentation over Internet

a. Webcasting	b. Video Conference
c. None of the above	d. Live television broadcast
10. E-content means

a) Electronic content	b) Extra content
c) Email content	d) Empty content

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. LMS AND LCMS
12. Content uploading
13. Content management system
14. e-journalism
15. Citizen journalist
16. Privacy copy right
17. Branching
18. Types of feedback

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. Argue the relevance of social media networks?
20. Describe the working with multimedia elements in e-content development?
21. What is engaging learners through interactivity?
22. Types of interactivity in e-content?
23. Comment on e-commerce?

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Explain the e-content development procedure and explain a specific software used?
25. Prepare a story board and scrip for a tutorial in captivate?
26. Critically examine the benefits of use of mobile devices in online journalism?

(2 x 10 = 20 Marks)

Section B (Short Answer)

Answer any ten questions. Each question carries 2 marks:

11. Brand positioning
12. Illustrations
13. Classified ads
14. AdSense
15. Blurb
16. Kiosks
17. Pop up ads
18. Media buying agency
19. AIDA model
20. GRP
21. In- text ad
22. Pay per click

(10 x 2 = 20 Marks)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks:

23. Briefly explain the negative impacts of advertisements.
24. Explain the types of ad agencies.
25. What are the various elements of print ad?
26. Describe the scope of television ads in India.
27. Explain the types of online advertisements.
28. What is the importance of brand identity in advertising?
29. Explain the functions of advertising.

(5 x 6 = 30 Marks)

Section D (Essay)

Answer any two questions. Each question carries 10 marks:

30. Critically examine the ethical issues of advertising and its impact on society.
31. Television ads are more effective communicators than print and display ads. Give your opinion on this statement. Justify your answer.
32. Prepare a detailed Ad campaign for a product of your choice.

(2x 10 = 20 Marks)