

1B4M17026		(Pages : '2)	Reg. No:	
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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

	VIC Degree Examination, March 2017
	Introduction to Videography
(201	5 Admission onwards)
ne: 3 hours	Max. Marks: 6
Secti	on A (One word)
Answer all question	s. Each question carries 1 mark
What format has the highest re-	solution?
a. Digital Betacam	c. One Inch
b. VHS	d. Betacam
Who Invented The Motion Pict	ture Camera?
a. Alexander Graham Bell	c. Thomas Jefferson
b. Henry Ford	d. Thomas Edison
What should always be conside	red when framing a shot?
a. Rule of thirds	c. shot list
b. Sound	d. battery power
What is a standard piece of equ	uipment used for steady camera shots?
a. Lens	c. hand held
b. Tri pod	d. camera strap
What type of shot displays the	camera as a subject or character?
a. Two shot set up	c. point of view
b. Wide shot	d. over the shoulder
What does a camera person do	?
a. Creates the script	c. Shoot the footage and knows all the shot types
b. Edits the footage	d. None of the above
What is a point of view shot?	
a. Looking into the eyes on a	nother subject
b. The camera shows what a	character is looking at
c. A shot that shows a great of	leal of the area where the scene is taking place
d. None of the above	
What type of shot establishes	a scene setting?
a. Medium shot	c. Close up shot
b. Establish shot	d. None of the above
What is framing?	
a. Establish Shot Sets up, or	"establishes", a scene setting
b. A detail shot	
c. The process of creating a c	composition
d. None of the above	
What is panning?	
a. Filming a shot	c. Turning the camera off
b. Move the camera left to ri	ght or right to left d. All of the above
	ne: 3 hours Secti Answer all question What format has the highest rea. Digital Betacam b. VHS Who Invented The Motion Picta. Alexander Graham Bell b. Henry Ford What should always be consided. Rule of thirds b. Sound What is a standard piece of equal. Lens b. Tri pod What type of shot displays the a. Two shot set up b. Wide shot What does a camera person does. Creates the script b. Edits the footage What is a point of view shot? a. Looking into the eyes on a b. The camera shows what a c. A shot that shows a great of d. None of the above What is framing? a. Establish shot What is framing? a. Establish Shot Sets up, or b. A detail shot c. The process of creating a condition of the above What is panning? a. Filming a shot

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

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

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.

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

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.

1B4N	(Pages: 2) Reg. No:	
	Name:	
	FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE	
	Fourth Semester BMMC Degree Examination, March 2017 A14 – Basics of Audio Video Media	
Max	(2015 Admission onwards) Time: 3 hours Max. Marks: 8	
IVICIX.	Time. 5 nodis	
	PART - A	
	Answer all questions. Each question carries one mark	
la	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	
4.	A device or computer program that can code or decode a digital data stream of audio	
5.	is a/an 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	
	$(10 \times 1 = 10 \text{ Marks})$	
	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?	

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.

(6x 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.

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	بالأشاخة والمراك كالمرازات بالماط فالمساب	JTONOMOUS), KOZHIKODE	
		Degree Examination, March 2017	
		mentals of Web designing	
M T:		nission onwards)	
Max. 111	ne: 3 hours	Max. Max. Max. Max. Max. Max. Max. Max.	arks
	Section A (C)ne word)	
	Answer all questions. Each		
1.	HTML	question carries I mark	
	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	Ÿ
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) T: P 1	d) 	
9.	Line Break		
	a) br />	b) <lb></lb>	
10	c)	d) <br< td=""><td></td></br<>	
10.	Tim Berners-Lee	1) T	
	a) Inventor of the XML	b) Inventor of the World Wide Web	
	c) Inventor of the Internet	d) None of the above	

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11.	Web portal	
		7

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

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

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

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

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

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.

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	. ultil in i mirror	ر رانا انطب آریک پیدیالی ا	Name:	
	EADOOK COLI	EGE (AUTONOMOUS), F	ZOZUIVODE	
		MMC Degree Examinati		
		14B05 – Scripting For Med		
Mov	Time: 3 hours	2015 Admission onwards)	Max. Marks: 80	
IVIAX.	Time. 5 hours		Max. Marks. 80	
	Sec	tion A (One word)		
		ns. Each question carries	1 mark	
1.	Which is not a film genre from			
	a) comedy	b) romance		
	c) action	d) Rhythm		
2.	Split page			
	a) Script written half the page	b) Script writt	en divided as audio and video	
	c) Type of tv script	d) None of the		
3.	Which is a women oriented pro			
	a) Sakhi	b)safari		
	c)varthakalkkippuram	d)train journe	${f v}$	
4.	Dialog			
H.V. 7	a) characters are supposed to say according to the script			
	b) Discussion with script write:	•		
	c) Title card	d) None of th	e above	
5.	Short film means			
	a) Film shown in short screen	b) Film show	n in small theatres	
	c) Film in short duration		vn in short screen	
6.	NEXT SCENE			
	a) Next chapter) Not the end of the movie,	but end of a major movement	
	c) Next page) None of the above		
7.	Minority programme			
	a) Programme scene only by very less number of audience			
	b) Programme for minority gro	up		
	c)Programme produced using i	ninimum 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) No	ne of the above	
9.	Story line			
	a) The plot or subplot of a stor	y b) Reverse shot		
	c) Shot from back ground	d) None of the above		
10.	Rough cut			
	a) Slow transition	2		
	b) the first stage in which the	ilm begins to resemble its	final product.	
	c) Final shot d) Non	e of the above		

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

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

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

- What are the elements for a script?
- Write about one page and split page screen play.
- 25. Differentiate non-fiction and fiction films.
- What are the importance of accuracy and field work while doing a news story?
- 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?

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

Section D (Essay)

Answer any two questions. Each question carries 10 marks

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

2B4M	17023 (Pages	:2) Reg. No:
		Name:
	FAROOK COLLEGE (AUT	ONOMOUS), KOZHIKODE
	Fourth Semester BMMC Deg	ree Examination, March 2017
	BMM4C07 – Multimedia Journa	alism & E.Content Development
	(2015 Admiss	
Max.	Γime: 3 hours	Max. Marks: 60
	Section A (Or	ro word)
	Section A (Or	
4	Answer all questions. Each o	question carries 1 mark
1.	What does HTTP stands for?	h Uzmantavt Transfor Protocal
	a. High-tech telecasting programme	b. Hypertext Transfer Protocol
2	c. Hypermedia transfer programme	d. None of the above
2.	Online encyclopedia is	b. face book
	a. Wikipedia	
2	c. None of the above	d.media college
3.	LMS means?	h I avvest management system
	a. Learners management system	b. Lowest management system d. None of the above
1	c. Learning management system URL is the abbreviation of	u. None of the above
4.	a. Universal Resource Location	b. Uniform Resource Locator
	c. Universal Resource Location	d. None of the above
5.	Which among is not a user generated content	
٦.	a. Blog	b. You tube videos
	c. operating system	d. email
6.	e-zines are	d. Cinan
0.	a. multimedia tools	b. Embedded Mark-up language
	c. a magazine only published in electronic f	
	d. None of the above	ionn on a compater network.
7.	Expand IMDB	
<i>,</i> .	a. Indian movie database	b. Internet Movie Database
	c. None of these	d. Internet movie datafile
8	which among is not a multimedia element -	
0,	a. Text	b. Animation
	c. cinema	d. audio
9.	A media presentation over Internet	G. addito
	a. Webcasting	b. Video Conference
	c. None of the above	d. Live television broadcast

10.

E-content means

c) Email content

a) Electronic content

b) Extra content

d) Empty content

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

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

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?

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

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?

1B4M17024		(Pages : 2)	Reg. No:	
			Name:	
	TADOOK C		ZOZINIZODE	
		COLLEGE (AUTONOMOUS), I		
E	Fourth Semes	ter BMMC Degree Examinati	on, March 2017	
		BMM4C08 – Advertising		
		(2015 Admission onwards)		
Max. Tir	ne: 3 hours	and the second of the Second	Max. Marks:	
		Section A (One word)	بين أنا الله الإنهاب أن	
	Answer all au	estions. Each question carries	1 mark:	
	Answer an qu	estions. Each question carries		
1.	is a form of	of advertising which allows busin	nesses organisations to	
2.0		customers through a variety of r		
al Torri	a) Covert advertising	b) Direct advertising		
	c) Display advertising	d) Product placement		
2.		h was introduced by Everett Rog		
	a) Product	b) Advertiser		
	c) Consumer	d) Market		
3.	An agency that can hand	lle all the marketing and advertis	sing aspects of business is	
	termed as	agency.		
	a) Full service	b) In – house		
	c) Intrafirm	d)Creative boutique		
4.	DAVP stands for			
	a) Directory of advertising and visual publicity			
	b) Domestic agency of visual publicity			
		sing and visual publicity		
	d) Direct advertising and			
5.	_	is not an advertising technique?		
	a) Bandwagon	b) Testimonial		
_	c) Endorsement	d) Brainstorming		
6.		he extent to which customers are	e able to recall or recognise	
	a brand.			
	a) Ad recognition	b) Brand awareness		
7	c) Turnover	d) Cross time		
7.		ic mark adopted by an organizat	ion to promote instant	
	identification its produc	and the second s	والمرازع والمرازع والمنازع وال	
	a) Logo	b) Brand	الرازات والشروات الاستواعدة فيا التسويف والما	
8.	c) Jingle	d) Bleed Fragulatory body of the advertige	ara in India	
ο.	a) AAAI	f-regulatory body of the advertise b) ISA	EIS III IIIGIA.	
	c) ASCI	d) AAAA		
9.			sed to asses a person's	
	The measure of the degree of brain activity that can be used to asses a person's reaction to an advertisement is called			
	a) Reaction activity	b) Sympathetic response	onse	
	c) Consumer attention	d) Response activity		
10.		y of describing a consumer cate		
		and advertising purposes.	50110011 50 that they can be	
	a) Consumer assessmen			
	c) Consumer profile	c) Customer id		

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

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

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.

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

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)