

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
 Third Semester B.A. MC Degree Examination, November 2019  
**BBMC3C06 – Design & Pagination**  
 (2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

**Section A (One Word)**

**Answer all questions. Each question carries one mark.**

1. The decorative design or rule surrounding matter on a page  
 a. Boarder                      b. Fold                      c. Gutter                      d. Body
2. Which is a DTP software of the following used for pagination  
 a. Adobe In design      b. FCP                      c. Tally                      d. None of these
3. Opposite of the editorial page  
 a. Sidebar                      b. News hole      c. Op-ed                      d. Split page
4. Line of copy that indicates page where story continues  
 a. Folios                      b. Jump line      c. Whitespace      d. Deck
5. A headline whose measure is the page width  
 a. Drop head                      b. Flush right      c. Banner head      d. Mast head
6. Secondary colours are .....
- a. Red, Yellow, Blue                      b. Orange, Green Violet  
 c. Blue, Green, Red                      d. None of these
7. Newspaper format that's roughly half the size of a broadsheet newspaper  
 a. Portrait      b. Landscape      c. Tabloid      d. All of these
8. Two inside pages that face each other but not on same sheet of paper  
 a. Double Truck                      b. Facing pages                      c. Manuscript                      d. Sidebar
9. A separate design element from main stories  
 a. Teaser      b. Sidebar      c. Sig                      d. Boarder
10. A sorted list of information often used to assist with navigation through the material  
 a. Index      b. Fold marks      c. Blueprint      d. Row

**(10x1=10 Marks)**

**Section B (Short Answer)**

**II. Answer any six questions. Each question carries 2 marks.**

11. Modular layout
12. Dummying
13. Colour Theory
14. Photo cut-outs
15. Circulation and Readership
16. Caricatures
17. Adobe light room
18. Info graphics

**(6x2=12 Marks)**

**Section C (Paragraph)**

**III. Answer any three questions. Each question carries 6 marks.**

19. Analyse the difference between contemporary and traditional page make up concepts?
20. Evaluate the features of lifestyle page make up of a daily?
21. What are the do's and don'ts of good page layout?
22. Explain the features of QuarkXPress?
23. Discuss the significance of special effects used in newspapers?

**(3x6=18 Marks)**

**Section D (Essay)**

**IV. Answer any two questions. Each question carries 10 marks.**

24. Explain the scope and significance of typography in modern day page layout?
25. Critically evaluate the layout and design of different pages of a daily of your choice?
26. Detail the principles and functions of newspaper page design?

**(2x10=20 Marks)**

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
 Third Semester B.A. MC Degree Examination, November 2019  
**BBMC3C05 – Digital Photography**  
 (2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

**SECTION –A**

**Answer all Questions. Each Question carries one mark**

1. Who invented colour photography?  
 a) Paul Strand            b)Freres Lumiere            c) James Maxwell            d) None of the them
2. The first photographic process is known as  
 a)Heliography            b)Daguerrotype            c) Calotype            d) None of the them
3. A camera \_\_\_\_file contains minimally processed data from the image sensor of a digital camera.  
 a)JPEG            b)PNG            c)RAW image            d) None of the them
4. The Camera Obscura was first introduced in  
 a)400BC            b)1600AD            c)1800AD            d) None of the them
5. A Candela is a measure of light  
 a) wavelength            b)temperature            c)intensity            d) None of the them
6. 'Camera 'is a Latin word meant  
 a) picture box            b) room            c)light box            d) None of the them
7. Who coined the term Photography?  
 a) Fox Talbot            b) Nicephore Niepce            c)Sir John Herschel            d) None of the them
8. Daylight color film is balanced for light at?  
 a) 3200K            b)3400K            c)5400K            d) None of the them
9. The first Canon camera was released in  
 a) 1930            b)1935            c)1940            d) None of the them
10. The \_\_\_\_ mode is mostly used for long exposures at night.  
 a) Manual            b) Night            c) Bulb            d) None of the them

(10 x 1 = 10 Marks)

### SECTION –B

Answer any SIX Questions. Each Question carries two marks.

11. HDR
12. Bracketing
13. Normal lens
14. Key light
15. Lens flare
16. Golden Hour
17. Aperture
18. Megapixel

(6 x 2 = 12 Marks)

### SECTION – C

Answer any THREE Questions. Each Question carries SIX mark.

19. Explain the focal length of a lens with diagram.
20. What are the factors affecting the creation of Depth of Field?
21. Write a short note on Macro lens.
22. What are the responsibilities of a photo journalist?
23. Explain any two Photography composition rules.

(3 x 6 = 18 Marks)

### SECTION – D

Answer any TWO Questions. Each Question carries TEN mark.

24. Explain the responsibilities of a Photojournalist?
25. Write a note on at least five light modifiers which can bring dramatic results in photography.
26. History of Photography?

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester B.A. MC Degree Examination, November 2019

BBMC3B04 – Computer Graphics

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Which image files is a lossy format?  
 a)GIF                      b)MPEG      c)PNG                      d)JPG
2. Which of the following is a technique to blend two or more images to form a new image?  
 a)Modeling                b) Warping      c)Morphing                d)Animating
3. Expand GIF?  
 a)Graphic Information File                      b)Graphic Interchange File  
 c)Graphic Information Format                      d)Graphic Interchange Format
4. This menu option in photoshop allows you to control which options you view in the work space.  
 a)Edit                      b) Window                      c)File                      d) Layer
5. Raster images are more commonly called  
 a)Pix map                      b) Both a & b                      c)Bitmap                      d) None of these
6. Graphics is one of the \_\_\_\_\_ major key elements in the design of multimedia application.  
 a)3                      b) 4                      c)5                      d) 6
7. Full form of DPI  
 a)Dots per inch                      b) Dots per ink      c)Disk Point Inch                      d)Display per inch
8. Which menu contains the duplicate layer option in Photoshop?  
 a)File                      b) Edit                      c)Layer                      d)Filter
9. This tool in Photoshop allows you to apply color, in various sizes/patterns, to the canvas.  
 a)Paint Brush Tool      b) Clone Stamp Tool      c)Smudge Tool                      d) Magic Wand Tool
10. Which tool selects a portion of the image on the basis of similarly colored pixels?  
 a)Magic Wand Tool                      b) Paint Brush Tool  
 c)Gradient Tool                      d) Smudge Tool

(10 x 1 = 10 marks)

**Section B (Short answer)**

*Answer any six questions. Each question carries 2 marks.*

11. Smart object
12. Path
13. Adobe Photoshop
14. Gaussian blur
15. Vector Graphics
16. Artboard
17. Fill and Stroke
18. Difference between PSD and PSB

**(6 x 2 = 12 marks)**

**Section C (Short answer)**

*Answer any three questions. Each question carries 6 marks.*

19. What is negative space and How to use it in a design?
20. What are Clipping masks in photoshop and briefly explain its uses?
21. Make short notes on:
  - a. Filters
  - b. Layers
  - c. Rasterization
22. Briefly explain about Typography.
23. Make short notes on any three Image file formats and its purposes.

**(3 x 6 = 18 marks)**

**Section D (Essay)**

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

24. What are the issues you will face when you move from raster software to vector software?
25. Make an Essay on the importance of design principles in computer graphics.
26. Elaborate color psychology and how it is related to graphics?

**(2 x 10 =20 marks)**

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**BBMC3B03 – Media Publishing**

(2018 Admission onwards)

Time: 3 hours

Max. Marks: 60

**SECTION –A (ONEWORD)**

**Answer all Questions. Each Question carries one mark.**

1. Illustrator files saved in ----- extension?  
a) .ia                      b) .ai                      c) .il                      d) .ila
2. Who invented hypermedia?  
a. Tim Berners-Lee    b. Ted Nelson              c. Bob Goldstein    d. None of the above
3. Printing began in the fifteenth century after the invention of the printingpress by -----  
----- Gutenberg  
a. Johan                      b. Johannes              c. John                      d. Joohan
4. Which is letter Size?  
a. 8.50 × 11.00 inches    b. 8× 12inches    c. 9 × 11 inches    d. 8.50 × 13 inches
5. ----- is defined as an area or object within the artwork that draws attention and becomes a focal point.  
a. balance                      b. unity                      c. rhythm                      d. . Emphasis
6. The ----- format is a proprietary Adobe file format.  
a. JPEG                      b. PSD                      c. PDF                      d. TIF
7. Text wrap show in ----- option in menu bar  
a.Format.                      b. Insert                      c. Edit                      d. object
8. web page is a document commonly written in ----- Markup Language  
a. Hypermedia              b. Hyper program              c. Hyper                      d. HyperText
9. Developer of GIF format is ----- on June 15, 1987.  
a. Tag Image File    b. lossy image    c. bitmap image format    d. None of the above
10. **cyan** is made by mixing equal amounts of ----- light  
a. gry and blue              b. pink and blue              c. green and blue              d. pink and gray

(10 x 1=10 Marks)

**SECTION –B (SHORT ANSWER)**

**Answer any SIX Questions. Each Question carries two marks.**

What is the measurement of layout?

Merits of bitmap file?

What is post script font?

Explain the role of CMYK file?

Writes the importants of Typography?

Explain basic tool for word processing?

Explain meta tags?

Step of Exporting PDF of indesign file

**(6x 2=12 Marks)**

**SECTION – C (PARAGRAPH)**

**Answer any THREE Questions. Each Question carries SIX mark.**

Write and draw elements of magazine page designing?

Types and kinds of typography

Explain the four types of printing

Define space? Different methods of space in layout?

What is master page? How can arrange options in masterpage with example?

**(3x 6=18 Marks )**

**SECTION – D (ESSAY)**

**Answer any TWO Questions. Each Question carries TEN mark.**

Explain the difference between vector and raster images?

How can affecting factors of design in visual media. Explain?

Write about Illustrator environment and their functions?

**(2 x 10=20 Marks)**