

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Third Semester BMMC Degree Examination, November 2017
BMM3B03 - Media Publishing
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (one word)
Answer all questions, each questions carries 1 mark

1. A proprietary format developed by Adobe Systems, Inc., to facilitate file transfer:
 a) PDF. b) DOC. c) DOCX. d) RTF.
2. A type style with a reduced size that is lowered to or below its baseline.
 a) Super script b) Sub script c) Italics d) condensed font
3. Increase the font size in In design
 a) Ctrl – Shift - > b) Ctrl –Shift- < c) Ctrl- Alt -> d) Ctrl-Alt - <
4. A4 size.
 a) 28x22 cm b) 29.7x21 cm c) 30.5x23 cm d) 18x27 cm
5. Post production in publishing?
 a) Lamination b) Scanning c) Printing d) None of the above
6. Adjustment of horizontal space between the group of letters:
 a) Kerning b) tracking c) leading d) measuring
7. The appearance of text on your page depends on a complex interaction of processes called?
 a) Composition b) color correction c) alignment d) none of the above
8. Formal statement of newspaper's name, officers, place of publication and other descriptive information, usually on the editorial page
 a) Dateline b) Masthead c) Banner d) Teaser
9. Image manipulation
 a) Image exchange b) Image editing c) Image exporting d) None of the above
10. Font size is measured in _____:
 a) Pixel b) point c) cm d) inch

(1×10=10 Marks)

Section B (Short answer)

Answer any six questions, each questions carries 2 marks

11. What is leading?
12. What is typeface?
13. Define Intaglio printing.
14. What is hypertext?
15. What is text wrapping?
16. Johann Gutenberg?
17. Serif and sans-serif.
18. Scale to print.

(2×6=12 Marks)

Section C (Paragraph)

Answer any three questions, each questions carries 6 marks

19. Explain about typography?
20. Describe about inkjet printers?
21. Write down the difference between Impact and Non-impact printers?
22. Explain about the color separation process.
23. Define the concept of Linking and Embedding.

(6×3=18 Marks)

Section D (Essay)

Answer any two questions, each ten questions carries 10 marks

24. What is Desktop publishing? Explain the feature and applications of Adobe In design.
25. Make an essay about different printing processes?
26. Elaborate on various colors, symbols and shapes used in designing.

(10×2=20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Third Semester BMMC Degree Examination, November 2017
 BMM3B04 - Computer Graphics
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all 10 Questions each question carries 1 mark

1. Thefilters are used for correcting imperfections in photograph
 a)Blur b)Render c)Noise d)Sharpen
2. What happens when you choose the command Layer > Flatten image?
 a) Layers within layer groups are merged into a single layer.
 b) All layers are made visible and then combined into the background layer.
 c) The active layer and all visible layers below it are combined into a single layer.
 d) All visible layers are combined into the background layer and hidden layers are discarded.
3. If you save a file as .psd, what is it saved as?
 a) Bit-mapped file b) Graphics Interchange Format
 c) Joint Photographic Expert Group d) A Photoshop working file
4. What does Pixels stand for?
 a) Picture Extend b) Picture Elevation c) Picture Element d) None of these
5. What does resolution-dependent mean?
 a) I can change the photo size with no loss of quality.
 b) I lose quality from the picture when I change its size.
 c) I can change the photo size only once before saving. d) None of these
6. What does the Map Art dialog box allow you to create in Illustrator?
 a) Add symbols to shape sides b) Apply images to shape sides
 c) Draw over shape sides d) Duplicate the shape's selected side
7. Pixels represent tiny _____ of colour, which are typically unseen by the naked eye.
 a) Circles b) Squares c) Inches d) Swatches
8. -----Is not a selection tool?
 a) Marquee b) Lasso c) Magic wand d) Pen tool
9. To fill in a layer as a background, which of the following tools would be useful?
 a) Line b) Paint bucket c) Smudge d) Lasso
10. What is NOT an option in the stroke cap options in Illustrator?
 a) Butt cap c) Flat cap b) Round cap d) Projecting cap
10. An art brush can be made from which of the following in Illustrator?
 a) Gradient mesh b) Mask
 c) Compound path d) Wood and some boar's hair bristles

(10 x 1 = 10 Marks)

Section B (Short Answers)

Answer any 6 Questions each question carries 2 mark

11. Drawing tools in Adobe Illustrator?
12. Use of gradient tool in Photoshop?
13. Use of mask in Photoshop?
14. Distort effects?
15. Resolution?
16. How to use Type on a path tool in illustrator?
17. Use of Filters?
18. What do you mean by Liquify?

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any 3 Questions each question carries 6 mark

19. What are the major features of Vector Graphics?
20. Write about color modes in Photoshop?
21. Difference between clone stamp and pattern stamp in Photoshop?
22. Explain the various steps of image Editing?
23. How to create color contrast with the help of gradient?

(3 x 6 = 18 Marks)

Section D (Essay)

Answer any 2 Questions each question carries 10 mark

24. Explain about the image adjustments in Adobe Photoshop?
25. Explain features of Adobe Illustrator?
26. Discuss about designing principles and elements with examples?

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester BMMC Degree Examination, November 2017
BMM3C05 - Digital Photography
(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

I. Answer all the Questions:

1. The exposure triangle is made of what three elements?
 - a. Pixel Count
 - b. Aperture
 - c. Shutter speed
 - d. Flash intensity
 - e. ISO
 - f. Focal length
2. Expand AWB
3. Expand ISO
4. What would you use a 'Polarizing filter' for?
5. "Better photography" is a -----
6. Expand CMOS
7. An image with a shallow depth of field has only a small area in focus
 - a. True
 - b. False
8. UV filters are used to -----
9. Explain RGB.
10. Arrangement of elements in frames is called -----

(1 x 10 = 10 Marks)**II. Write short note on all six questions:**

11. Explain Rule of thirds
12. What is pixel?
13. What does the phrase 'Aspect Ratio' means?
14. Types of lens?
15. What is shutter speed?
16. What is a wide angle?

(2 x 6 = 12 Marks)**III. Answer any 3 out of 5 Questions:**

17. Write Basic Shots, Explain?
18. Write the difference between prime lens and zoom lens?
19. Define Depth of Field and Depth of Focus?
20. What is Photography and explain the types of photography?
21. Explain Tone and Color for Communication?

(3 x 6 = 18 Marks)**IV. Answer any two out of three:**

22. Photo editing software's and its usage?
23. Elaborate on the Steps followed in Image processing and Printing?
24. History of Photography?

(10 x 2 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester BMMC Degree Examination, November 2017
BMM3C06 - Design & Pagination
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 60

Section A (one word)

I. Answer all questions. each question carries 1 mark.

1. Difference in colour and light
 - a. Harmony b. Contrast c. Unity d. balance
2. Page design software
 - a. InDesign b. Excel c. 3D max d. Power point.
3. Not related to image format
 - a. JPEG b. TIFF c. WAV d. BMP
4. Balance
 - a. Difference in elements b. surface feel of an object.
 - c. The equilibrium of elements d. abnormal change
5. Tiff Stands for
 - a. Tiled Image format c. Tagged Image File format
 - b. Typical Information format d. Title Interchange File Format
6. Master pages
 - a. Cover page b. For setting common elements
 - c. Chapter page d. None of the above
7. Text wraps
 - a. Surround a picture with text b. Cropping the text
 - c. Editing the text d. None of the above
8. A quality of Digital Image is measured by
 - a. Physical size b. Height and width
 - c. DPI d. None of the above
9. An art design in which the height is greater than the width.
 - a. Landscape b. Portrait c. Candid d. None of above
10. Line used as a graphic element to separate or organize copy.
 - a. Rule b. Slice c. Column d. None of above

(10 x 1 = 10 Marks)

Section B (short answer)

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

11. Balance
12. Principles of newspaper design
13. Grid
14. Vertical page makeup
15. Typography
16. Infographics
17. Adobe InDesign
18. Front page makeup

(6 x 2 = 12 Marks)

Section C (paragraph)

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

19. Write the different rules for good pagination?
20. What are the different the pros and cons of paging vs. scrolling?
21. What are the different principles of artistic design?
22. Differentiate between Vertical and horizontal makeup?
23. Write a short note on Makeup versus design?

(3 x 6 = 18 Marks)

Section D (essay)

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

24. Explain the Tools and Options of CorelDraw?
25. Explain the makeup design of Sunday magazine?
26. What is the relevance of harmony and whitespace for newspaper design?

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester BMMC/CS Degree Examination, November 2017

A11 - Basic Numerical Skills

(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Part-A

[Answer all Questions. Each question carries 1 marks]

- If $4x + 7 = 3x + 12$, then the value of x is
(a) 4 (b) 5 (c) 3 (d) 1
- For comparison of two different series, the best measure of dispersion is
(a) Range (b) Mean Deviation (c) Standard Deviation (d) None of the above
- If $A = \{1,2\}$ and $B = \{3,4\}$ then $A \cap B = \dots\dots\dots$
(a) 0 (b) ϕ (c) $\{1,2,3,4\}$ (d) 2
- The median of the variate values 22,16,34,96,77 is.....
- The value of the determinant $\begin{vmatrix} 3 & 0 & 4 \\ 5 & 4 & 6 \\ 1 & 5 & 6 \end{vmatrix}$ is equal to.....
- Define identity matrix
- is the observation which occurs most frequently in a data
- Define Geometric mean
- Find the 14th term of the series $13+17+21+25+\dots$
- Define Dispersion

(10x1=10 Marks)

Part-B

[Answer any 10 Questions. Each question carries 2 marks]

- Solve the following equation
 $3x + 4y = 7$
 $4x - y = 3$
- Show that the matrix $\begin{bmatrix} 5 & 7 & 2 \\ 2 & 3 & 1 \\ 4 & 6 & 2 \end{bmatrix}$ is a singular matrix
- Distinguish between discrete type and continuous type variables
- Define the following
(a) Disjoint sets
(b) Universal sets
(c) Null set
- What is ogive curve
- Define index number
- Write any four desirable characteristics of a good measure of central tendency
- Find the sum of the following series $1+3+9+27+\dots$ to 10 terms
- Define skewness

20. The sum of the first 20 terms of a G.P is 244 times the sum of its first 10 terms. Find the common ratio
21. What do you mean by the term measure of central tendency
22. What is the variance of the observations 8, 10, 12.

(10x2=20 Marks)

Part-C

[Answer any five Questions. Each question carries 6 marks]

23. Briefly explain the construction of a frequency polygon with an example
24. Define Time series. Briefly explain the various components of time series

25. If $A = \begin{bmatrix} 2 & 3 & 4 \\ 5 & 7 & 9 \\ -2 & 1 & 1 \end{bmatrix}$ and $B = \begin{bmatrix} 4 & 0 & 5 \\ 1 & 2 & 0 \\ 0 & 3 & 1 \end{bmatrix}$. Show that $(AB)^T = B^T \cdot A^T$.

26. Explain Kurtosis. What are the different types of Kurtosis

27. Find the inverse of the matrix $A = \begin{bmatrix} 8 & 4 & 2 \\ 2 & 8 & 4 \\ 1 & 2 & 8 \end{bmatrix}$

28. Define standard deviation. Calculate standard deviation for the following data

Class	0-4	4-8	8-12	12-16	16-20
frequency	3	8	17	10	2

29. Find three numbers in G.P such that their sum is 130 and their product is 27000

30. Solve the following equation

$$8x + 7y = 10$$

$$11x = 10(1 - y)$$

(5 x 6=30 Marks)

Part-D

[Answer any two Questions. Each question carries 10 marks]

31. (a) Explain Quartile Deviation. What are the advantages and Disadvantages of Quartile deviation as a measure dispersion
- (b) Calculate QD for the following data

Class	10-14	14-18	18-22	22-26	26-30
frequency	11	9	7	10	5

32. Solve the following equations by Cramer's rule

$$3x + 3y - z = 11$$

$$2x - y + 2z = 9$$

$$4x + 3y + 2z = 25$$

33. (i) Explain the relative measure of Dispersion

(ii) The following are the scores of two batsmen A and B in a series of innings

A:	12	96	3	73	7	19	119	36	84	29
B:	47	12	75	42	4	51	37	48	13	2

Who is more consistent?

(2x10=20 Marks)