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Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2021

**BMM4C07 – Advertising**

(2019 Admission onwards)

Time: 2 hours

Max. Marks: 60

**PART-A**

Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 20

- 1. Transit Advertising
- 2. Visualization
- 3. ABC
- 4. Prime Time
- 5. Logo
- 6. Jingles
- 7. ASCI
- 8. Product Research
- 9. Advertising Budget
- 10. Media Reach
- 11. Positioning
- 12. Name two advertising agencies.

**PART-B**

Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30

- 13. Explain the functions of advertising.
- 14. Write any three successful advertising campaigns of your choice.
- 15. Detail the advantages of media mix in advertising planning.
- 16. Evaluate the elements of a print ad copy.
- 17. Describe the features of internet advertising.
- 18. Evaluate the structure of an advertising agency.
- 19. Detail the professional organizations related to advertising.

**PART-C**

Answer any one question not exceeding 400 words.  
Question carries 10 marks

- 20. Detail the code of ethics of advertising in India.
- 21. Define advertising. Explain different kinds of advertisements.

## FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2021

## BMM4C08 – Online Journalism

(2019 Admission onwards)

Time: 2 hours

Max. Marks: 60

**Part A**

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Wikileaks
2. Web.2
3. RSS
4. Net neutrality
5. Vlog
6. Html
7. Information superhighway
8. Podcast
9. LinkedIn
10. Cyberstalking
11. LAN
12. ARPANET

**PART B**

Answer any Number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Digital Divide
14. Virtual reality
15. Layered Journalism
16. Identity theft
17. Cyber space
18. Section 66A of IT Act
19. Pornography

**PART C**

Answer any one question not exceeding 400 words  
Question carries 10 marks

20. Discuss the scope and limitations of internet as a medium of communication
21. Critically analyse the features of two leading online newspapers in Malayalam and describe the major differences between them.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2021

A14 – Evolution of Media Technology

(2019 Admission onwards)

Time: 2.5 hours

Max. Marks: 80

**Section A**

Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. (Ceiling of marks for Section A is 25)

1. What is a cave painting?
2. Write a brief note on Gravure Printing.
3. Define communication?
4. Differentiate between Hard News and Soft News.
5. What is Cub in journalism?
6. What is GSM? What are the different Paper Quality Parameters?
7. Write a short note about Johannes Gutenberg.
8. What is DRM & DAB?
9. What is HDTV?
10. Write a brief note on SPLICE and MAGISTO?
11. What is MoJo?
12. How many types of broadcast systems are there?
13. What is the difference between Solid State Storage & Magnetic Storage?
14. What is Outsourcing?
15. Give a brief note on Various Recording formats.

**Section B**

Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. (Ceiling of marks for Section B is 35)

16. Discuss the age of writing in communication theory.
17. Give a brief outline of the Art of typography.
18. What is Gate keeping model of communication?
19. Explain about the Golden Age of Radio.
20. What is the difference between Terrestrial and Satellite Broadcasting Technologies?

21. Explain briefly about the history of communication.
22. Explain Digital Printing. What are the two major digital printing technologies?
23. What are the most effective features of Instant Messaging?

### Section C

**Answer any two questions not exceeding 400 words.  
Each question carries 10 marks.**

24. Explain the evolution of communication with major innovations that changed the scenario.
25. Describe the development of printing technology and types of printing.
26. Write an essay on Broadcasting Technology.
27. What is social media and explain the role of social media during the COVID-19 pandemic: beneficial, destructive, or reconstructive?

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

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2021

BMM4B09 – Fundamentals of Web Designing

(2019 Admission onwards)

Time: 2 hours

Max. Marks: 60

**Section A**

Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Interactive Media
2. Hyper links
3. Blog
4. css
5. Heading tag
6. www
7. TR & TD
8. POST
9. Form
10. Hidden field
11. UX designing
12. DIV and Class

**Section B**

Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What are the different types of list in HTML
14. What is URL? How it connects with WWW
15. What is the difference between Web browser and Search Engine?
16. What is Cyber Media?
17. What do you meant by Internet Culture
18. What you mean by user centered navigation?
19. What is typography?

**Section C**

Answer any one questions not exceeding 400 words.  
Question carries 10 marks.

20. Explain the fundamentals of visual designing for web and mobile app
21. Detail the elements of web designing. ?

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Fourth Semester BAMC Degree Examination, March/April 2021

**A13 – Media Management**

(2019 Admission onwards)

Time: 2.5 hours

Max. Marks: 80

**PART – A**

**Answer all questions.**

**Each question carries Two mark.**

**Ceiling -25 Marks**

1. What is DTH?
2. Explain PR
3. CEO
4. What is Webcast?
5. Survey
6. TRP
7. Explain MSME
8. OTT
9. Write about Management.
10. Proprietorship
11. Who is Manager?
12. What is Partnership?
13. What is staffing?
14. Write a short note on marketing management?
15. What do you mean by leadership quality?

**PART – B**

**Answer all questions.**

**Each question carries Five marks.**

**Ceiling -35 Marks**

16. Write about personality.
17. What is Entrepreneurship?
18. What is broadcasting management?
19. What is press freedom?
20. Write about the concept of Media Ombudsman.

21. Explain Public Service Broadcasting?
22. What are the differences between Authority Vs responsibility?
23. Explain about different types of organizations?

**PART - C**

**Answer any *two* questions.**

**Each question carries Ten marks.**

24. Entrepreneurship: concept, Functions, and Characteristics?
25. What are the nature and scope of PR?
26. What is Media Management? Explain its functions
27. Write about the recent changes in film production, distribution and exhibition management with the arrival of OTT platforms?

**2 x 10 = 20**

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, March/April 2021

BMM4B08 – Introduction to Cinematography

(2019 Admission onwards)

Time: 2 hours

Max. Marks: 60

**Section A**

Answer any number of questions each not exceeding 50 words.  
Each question carries 2 marks. Ceiling of marks for Part A is 20

1. Shallow focus
2. Shot
3. 4K
4. Continuity
5. Focal Length
6. CCU
7. ND filter
8. Tripod
9. Key light
10. Medium Shot
11. Exposure
12. Artificial light

**Section B**

Answer any number of questions each not exceeding 100 words.  
Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. Rule of third
14. Difference between master shot and establishing shot?
15. Explain two point and three point lighting?
16. Camera stabilizing units
17. Shot, Scene, Sequence
18. Camera filters
19. What are the responsibilities of a cinematographer?

**Section C**

Answer any one questions not exceeding 400 words.  
Question carries 10 marks.

20. Is cinematography related to photography? Discuss.
21. Talk about composition techniques.