

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2024
BMM4C08 – Online Journalism
(2022 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. Blog
2. Vodcasting
3. Netizen
4. Global village
5. Cyber crime
6. Mojo
7. Multimedia
8. IP
9. Webinar
10. E-zine
11. WikiLeaks
12. Bard

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. Online Journalism
14. AI in news reporting
15. Media convergence?
16. Citizen Journalism
17. Features of online journalism
18. Interactivity
19. Origin and development of web

PART C

Answer any one question not exceeding 400 words.

Question carries 10 marks

20. How traditional journalistic practices differs from online.
21. Express your opinion on the issue of developing hate on the cyber space. And how to prevent this problem?

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2024
BMM4A14– Evolution of Media Technology
(2022 Admission onwards)

Time: 2 ½ 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 part A is 25

1. Woodblock printing
2. Magnetic tape
3. Letter press
4. Johannes Gutenberg
5. Acta diurnal
6. Podcasting
7. Vector fonts
8. Hybrid IPTV
9. Gravure
10. Cuneiform
11. Grain
12. MOJO
13. DTH
14. Movable types
15. Premiere Pro

SECTION B

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

16. Write an account of Cuneiform script
17. Distinguish between satellite radio and internet radio
18. Discuss the role of internet on communication
19. Give an account of contribution of china in printing
20. Explain in detail about Digital storage devices
21. What are the characteristics of paper?
22. Write a brief note on Online streaming
23. Give a brief note on Editing in mobile phones

SECTION C

Answer any two question not exceeding 400 words.

Question carries 10 marks

24. What are the advantages and disadvantages of DAB
25. 'Social media networks becoming a propaganda tool for political promotion'.
critically analyze this statement
26. Discuss the Age of sign and symbols in the evolution of communication
27. Explain the evolution of printing technology

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMM Degree Examination, April 2024
BMM4B10 – Fundamentals of Web & UI/UX Designs
(2022 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. HTML Structure
2. Form tag and attributes
3. Head and Body
4. Inline CSS
5. Navigation
6. Difference and SRC
7. Padding and Margin
8. Text formatting tags
9. HTML Validators
10. UX Design
11. Text area
12. Wireframe

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. Explain different types of CSS.
14. Explain the fundamentals of Visual Design
15. What is CSS? Explain the use of css in web pages
16. What are the different form tags and its use in web pages?
17. Explain the basic principles of web designing.
18. What are different list tags available in HTML? Explain each.
19. What are the different types of websites? Explain

SECTION C

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

20. What is the importance of style sheets in HTML? How are they used effectively?

Explain.

21. Explain the importance of UI and relevance in web sites

(1 x 10 = 10 Marks)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2024
BMM4A13 – Media Management
(2022 Admission onwards)

Time: 2½ hours

Max. Marks : 80

PART – A
Answer *all* questions.
Each question carries Two mark.
Ceiling -25 Marks

1. Staffing
2. Public Opinion
3. Entrepreneurship
4. Middle level Management
5. Henry Fayol
6. Leadership
7. Medium Enterprise
8. Division of Labour
9. Media strategy
10. Press Release
11. What is public Relation?
12. What are the characteristics of an entrepreneur?
13. Write a note on partnership units.
14. What are the steps in planning ?
15. Write a note on community services.

PART – B
Answer *all* questions.
Each question carries Five marks.
Ceiling -35 Marks

16. Explain the principles and functions of management
17. Explain the role and importance of Small and Medium Enterprises
18. What are the leadership theories in management?
19. Differentiate between Advertising and PR
20. What do you mean by CSR? Explain.

21. What are factors affecting Entrepreneurship growth?
22. What are the major tools for public relations?
23. Explain the characteristics of entrepreneurship.

PART - C

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

24. Explain the concept and definition of entrepreneur and entrepreneurship.
25. What are the features of good management? Explain in the context of media management.
26. What are the roles and functions of a public relation practitioner in an organization?
27. Elaborate the 14 principles of Henri fayol with Examples

2 x 10 = 20 Marks

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMM Degree Examination, April 2024
BMM4B09 – Introduction to Cinematography
 (2022 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 marks for part A is 20

1. What is shallow depth of field.
2. 5 Cs of cinematography.
3. Define the fundamental components of a video recording system.
4. Compare static shots and moving shots
5. Define the master shot and the concept of coverage in filmmaking.
6. What is rule of thirds format?
7. Describe the concept of focal length and how it affects the image
8. Compare and contrast the characteristics of a wide-angle lens and a telephoto lens.
9. Discuss the role of autofocus in modern camera lenses
10. Define the term "light" in the context of photography.
11. Provide tips for capturing quality images in low-light conditions.
12. How do shadows contribute to the composition and mood of a photograph?

PART – B

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

13. History of Motion Video Recording.
14. Explain establishing shot.
15. Explore the use of extreme long shots and extreme close-ups in filmmaking. Discuss scenarios where these shots are particularly effective.

16. What is 3 point lighting ?
17. Importance of focal length in adjusting depth of field.
18. Discuss the impact of natural lighting conditions (e.g., daylight, golden hour) on photography.
19. Explain the impact of the angle and intensity of light on the creation of shadows

PART - C

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

20. How do different type of light sources, such as natural light, artificial lighting fixtures, and practical lights, contribute to the visual narrative and mood in film.
21. Discuss how filmmakers use a variety of shots to convey complex emotions or information.