

2B1N23229

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BAMB Degree Examination, November 2023

BMM1B01 –Digital Media & Photography

(2022 Admission onwards)

Time: 2 hours

Max. Marks : 60

PART A

Answer all questions

1. Aperture
2. Hypermedia
3. Unix
4. Metaverse
5. Hotstar
6. Depth of field
7. Leading lines
8. Silhouette
9. IBOC
10. IPTV
11. Shift bracketing
12. Monopod

(12 x 2 = 24 , Maximum ceiling 20 marks)

PART B

Answer all questions

13. Explain rule of third with a pictorial representation
14. Explain different network topologies and their advantages and disadvantages.
15. List and describe the key elements of multimedia.
16. Compare and contrast the different digital audio broadcasting standards
17. What are the key differences between analog and digital photography in terms of image capture and processing?
18. Define white balance in photography and its significance in achieving accurate colors.
19. Analyze the impact of YouTube on user-generated content and its role in shaping the digital media landscape.

(7 x 5 = 35, Maximum ceiling 30 marks)

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PART C
Answer any one question

20. How has the communication revolution and the advent of new media reshaped the way information is consumed and disseminated in society? Explain
21. What are some of the major milestones and innovations in the history of photography from the 20th century to the present day?

(1 x 10 = 10 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BAMM Degree Examination, November 2023

BMM1C01 – Introduction to Communication

(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. Noise
2. Haptics
3. Grapevine communication
4. SMCR
5. Agenda setting
6. Danish Siddiqui
7. Mass Media
8. Feedback
9. Johann Gutenberg
10. Community Radio
11. Intra personal Communication
12. Media literacy

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 Helical model of communication
14. What are the various functions of mas media ?
15. Explain briefly the different types of communication?
16. Explain the evolution of human communication.
17. Discus the Gatekeeping Model.
18. What do you understand by SMCR Model? Explainn
19. Explain effects and functions of communication.

- Question carried over
20. What is the importance of models in communication? Briefly describe the Shannon Weaver's model.
21. Analyse how various elements are contributing to a communication process. (1x10=10 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

First Semester BAMB Degree Examination, November 2023

BMM1C02 – Introduction to Electronic Media

(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. SITE
2. Radio Drama
3. Radio Mango 91.9
4. Twitter
5. Guglielmo Marconi
6. Vlog
7. OTT
8. IT Act
9. Satellite TV
10. BBC
11. RJ
12. Bulletin

PART B**Any number of questions not exceeding 100 words.****Each question carries 5 marks. Ceiling of marks for Part B is 30**

13. What are the limitations of Mass Media?
14. Find out the benefits of using a DTH service.
15. Write a note on any three famous OTT Platform ?
16. What is Prasar Bharati?
17. Compare and contrast Internet Radio with traditional Radio?
18. Point out the characteristics of Print Media.
19. Amplitude Modulation and frequency modulation.

Part C**Answer any one question not exceeding 400 words.****Question carries 10 Marks**

20. Elucidate the relevance of radio service in the current world scenario.
21. Trace how social media has become an inevitable part of our daily life