

1B2A23014

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Reg. No:.....

Name: .....

**FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE**

**Second Semester BAMC Degree Examination, April 2023**

**BMM2B03 – Fundamentals of Creative Designing**

**(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. Balance
2. Prototype
3. Perspective
4. Complimentary colors
5. Typography
6. LAB color mode
7. Hue, Luminance, Saturation
8. Perfect Binding
9. RGB-RYB-CMYK
10. A4 & A3
11. Advertising
12. Gothic art

**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. Describe the difference between raster and vector images
14. Write a note on Renaissance artists.
15. Elaborate the color theories.
16. What is the difference between tint and shade?
17. Elaborate Prehistoric culture of art.
18. What is the difference between Primary and secondary packaging?
19. What are the different types of binding?

### **PART C**

**Write essay on any 1 of the Following. Question carries 10 marks.**

20. What is the relevance of art principles? Describe each principle.
21. Write your views on the Importance of Adobe designing softwares in the current media industry?

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester BAMC Degree Examination, April 2023

BMM2C04 – Radio & Television

(2022 Admission onwards)

Time: 2 hours

Max. Marks : 60

**PART – A**

Answer *all* questions.

Each question carries Two mark.

Ceiling -20 Marks

- 1 Jingles
- 2 Phone-in programme
- 3 Radio Jockey
- 4 Gate keeping
- 5 Brevity
- 6 Radio talks
- 7 GyanVani
- 8 Radio feature
- 9 Audience research
- 10 News reel
- 11 TV News producer
- 12 Live coverage

**PART – B**

Answer *all* questions.

Each question carries Five marks.

Ceiling -30 Marks

- 13 “Television has changed the definition of news”. Discuss with reasons and examples.
- 14 ‘Writing skill for radio is different’ - why this is different from writing for newspaper and TV?
- 15 Discuss the special features of radio as a mass medium.
- 16 What are the techniques of conducting successful radio interview?
- 17 Give an outline of preparing a talk show on IFFK
- 18 Describe briefly the function of a radio reporter.
- 19 Describe briefly about the techniques of writing television news



**PART - C**

**Answer any *ONE* questions.  
question carries Ten marks.**

- 20 Life Coverage has brought immense changes in television broadcasting. Elucidate with example
- 21 AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples.

**1 x 10 = 10 Marks**

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Second Semester BAMC Degree Examination, April 2023

BMM2C03 – Media Laws & Ethics  
(2022 Admission onwards)

Time: 2 hours

Max. Marks : 60

**PART – A**

Answer *all* questions.

Each question carries Two mark.

Ceiling -20 Marks

1. RTI
2. Slander
3. IPC
4. D Y Chandrachud
5. Article 19(2)
6. PCI
7. CBFC
8. Young person
9. Writ
10. FIR
11. Bail
12. Dr. B R Ambedkar

**PART – B**

Answer *all* questions.

Each question carries Five marks.

Ceiling -30 Marks

13. Directive Principles are meant to lead a Progressive Country, Comment
14. Freedom of Speech and Expression is not absolute, explain.
15. Critically examine the need of censorship in OTT platforms
16. Discuss the significance of the Right to Privacy in the context of media reporting.
17. "Equality may be a fiction but nonetheless one must accept it as a governing principle."  
Comment on the above statement of Dr. B.R Ambedkar in light of the concept of equality in Our Constitution.

18. Explain various types of censorships
19. Discuss the need for a code of ethics for the media personnel.

**PART - C**

Answer any *ONE* questions.  
question carries Ten marks.

20. Explain Salient Features of Indian Constitution
21. What are the major inferences of the defamation law for a journalist?

1 x 10 = 10 Marks