

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2023

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. Advertorial
2. AAAI
3. Pop-up
4. Caption
5. Ad Sense
6. Media mix
7. Account executive
8. Market analysis
9. PSA
10. Illustration
11. DAVP
12. Brand addiction

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. Briefly explain public service advertising with examples.
14. Enlist the code of ethics in advertising.
15. If the target region is going through a political or economic crisis, it is the wrong time to launch an ad campaign. Comment
16. Why is research crucial in product advertising?
17. What are the dos and don'ts of effective copywriting?
18. Briefly discuss the principles of illustration.
19. Advertisements compel people to buy things that they do not want. Comment

PART C

Answer any one questions not exceeding 400 words.

Question carries 10 marks.

20. Trace the evolution of advertising from the time of the Babylonians, Greeks, and Romans to the advent of social media ads.
21. Elucidate the types of internet advertisements with examples.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2023

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. ARPANET
2. Podcasting
3. WWW
4. URL
5. Micro blogging
6. Online Advertisement
7. Portals
8. Virtual reality
9. Netneutrality
10. Cyberspace
11. Web 1.0
12. Facebook

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. Netizen
14. Interactive media.
15. User Generated Content.
16. Cyber Bulling.
17. Participatory Journalism.
18. Mobile Journalism (Mojo).
19. Convergent Journalism.

PART C

**Answer any one question not exceeding 100 words.
Question carries 10 marks.**

20. Discuss the importance of cyber laws and regulations in online journalism.
21. Compare the content and design of any two web portals.

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2023

A14 – Evolution of Media Technology

(2019 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. Petroglyphs
2. Offset
3. Smoke Signals
4. DTP
5. Typeface
6. MOJO
7. Hieroglyphic
8. Instant Messaging
9. DAB
10. S-VHS
11. Symbols
12. Xylography
13. SITE
14. Podcast
15. Acta Diurna

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. 'Pictographs and Ideograms illustrated the visual concepts and idea generation.' Justify.
17. Discuss the role of Optical Disks as one of the major secondary storage devices.
18. What is Instant Messaging (IM)? Write a note on its advantages and disadvantages.
19. What are the drawbacks of DAB?
20. Write in detail about gravure printing process with illustrations.
21. Differentiate satellite broadcasting and terrestrial broadcasting.
22. How can we classify printing papers according different kinds of finishes or coatings?
23. What are the impacts of communication technology in education?

SECTION C

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

24. Differentiate ancient communication methods and modern communication methods.
25. Critically analyze how Mobile Journalism disrupting traditional reporting?
26. Explain in detail about the evolution of printing technologies.
27. 'Television broadcasting developed rapidly after World War II, becoming an important medium for advertising, propaganda, and entertainment.' Do you agree with this statement? Explain.

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2023

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. XHTML
2. <meta>
3. Nested List
4. <dl>
5. Head Tag
6. External CSS
7. Bootstrap
8. Responsive Web pages
9. W3C certificate
10. ISP
11. Domain Name
12. XML

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 web pages?
14. What are the different types of Listing in HTML?
15. What is the importance of Head Tag in HTML?
16. Explain the table elements with HTML syntax.
17. what do you mean by HTML form validation?
18. Explain the importance of UX/ UI in web designing
19. What are the things to keep in mind when choosing fonts in web designing?

SECTION C

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

20. Explain the step by step procedure for creating a web site.
21. What is CSS? Detail the features and advantages

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Fourth Semester BAMC Degree Examination, April 2023

A13 – Media Management

(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

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

1. CSR
2. Staffing
3. Line and Staff Organization
4. Broadcasting management
5. Decision making
6. MSME
7. Entrepreneurship
8. Innovation
9. Decentralization
10. Public Relations
11. Write about partnership units.
12. Who is an Entrepreneur?
13. Write about MSME Act 2006.
14. Write a short note on levels of management?
15. What are Advertisements?

PART – B

Answer *all* questions.

Each question carries Five marks.

Ceiling -35 Marks

16. What are the differences between Centralization and Decentralization?
17. What is cross-media ownership?
18. Explain the nature and characteristics of Management?
19. What are Leadership styles?
20. Explain the techniques of Television Production.
21. What are the functions of media management?
22. What are the difference between Sole proprietorship and Partnership?
23. Differentiate between Entrepreneur and Manager?

PART - C

Answer any *two* questions.

Each question carries Ten marks.

24. What is Media Management? Explain the structure of a Media Institution.
25. What are the duties and responsibilities of PRO?
26. Write about Fayol's principles of management?
27. Explain the registration procedures of a Sole proprietorship.

2 x 10 = 20 Marks

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2023

BMM4B08 – Introduction to Cinematography

(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. Establishing Shot
2. Steadicam
3. Iris
4. 4K
5. POV
6. Diffuser
7. VGA
8. Video Gain
9. Cut in Shot
10. Light meter
11. Master Shot
12. Zebra

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. Write a note on different shading and reflecting devices.
14. List out different camera mounting devices and its features.
15. 'Light create Mood'. Elucidate.
16. Explain what is lens and its various types.
17. Differentiate SD video & HD video.
18. What are major features and functions of a Digital video camera.
19. 'Movement makes aesthetic visuals' Elaborate.

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

20. 'A good cinematographer can be a good editor' Comment
21. Discuss in detail about the different lighting schemes employed in cinematography.