

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2022

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. Branding
3. David Ogilvy
4. Social media ads
5. New trends in advertising
6. Advertising copy
7. Voice-over in TV ads
8. Classified advertising
9. Story board
10. Outdoor advertising
11. Market research
12. Target audience

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. Evaluate the major roles of a modern advertising agency.
14. Explain the benefits of media planning.
15. Detail the evolution of advertisements in India.
16. Explain the features of advertising.
17. Write your views on the subject: 'Interest Advertising'.
18. Explain the terms segmentation and positioning.
19. Critically evaluate the negative effects of advertisements in a society.

PART-C

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

20. Define an advertising campaign. Explain with suitable examples.
21. Detail the elements of a display print advertising copy.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BAMC Degree Examination, April 2022

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. Yahoo
2. Interactivity
3. Morphing
4. LAN
5. The Wire
6. Phishing
7. Orkut
8. ERNET
9. E-Paper
10. IPTV
11. Html
12. Internet protocol

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. Media convergence
14. Search Engine Optimisation
15. Layered journalism
16. Mojo
17. E commerce
18. Blogosphere
19. Surveillance society

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. Digital divide is still a matter of concern in India, what kind of measures can be employed to tackle this issue? Discuss.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, April 2022
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. Explain PAL and NTSC.
2. Write a brief note on Luma Fusion and Boomerang.
3. What is the difference between Solid State Storage & Magnetic Storage ?
4. What is Digital Data Storage? Write the name of any four Digital Data Storage Devices?
5. What is terrestrial system in satellite communication?
6. What is HDTV?
7. Give a brief note on IPTV?
8. What is micro blogging website?
9. Write a brief note about Alexander Graham Bell.
10. What is pictograph? Give examples.
11. Differentiate between DTH and Live streaming?
12. What is communication?
13. What are the different Paper Quality Parameters?
14. Who is Johannes Gutenberg?
15. What is Digital Radio Mondiale?

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. Which period is known as the golden age of Television? Explain.
17. Write about the scope of smart phones in convergent journalism.
18. Write short notes on Printing Technology and Types of printing.
19. Explain the role of Social Media in the present era with suitable examples?
20. Write about live streaming applications.

21. Explain briefly about the history of communication.
22. Give a brief outline on the importance of typography.
23. Explain about the Golden Age of Radio.

Section C

Answer any two questions not exceeding 400 words.

Each question carries 10 marks.

24. Describe about Broadcasting Technology and what are the important characteristics of broadcasting?
25. What is Digital Media? Explain the Role and influence of Digital Media technologies in a world where technology is creating revolutions.
26. Elucidate the History of Communication.
27. Describe the development of printing technology and types of printing.

(2x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, April 2022
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. UI designing
2. Hyper media
3. vlog
4. Basic structure of HTML
5. Radio Button
6. Table properties
7. Navigation
8. Text input
9. Text area
10. attributes
11.
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 websites
14. What is URL? How it connects with WWW
15. Write a short note about visual design concept in mobile app
16. How manage the positioning in css ?
17. What are the elements of visual designing?
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. Create a live website form with all attributes.
21. Detail the elements of web designing. ?

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMC Degree Examination, April 2022
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. Gimbal
2. Key Light
3. Tilting
4. Focal Length
5. Sequence
6. Camera assistant
7. Scene
8. Focus Puller
9. Scene Order
10. Focal Length
11. Multicam Production
12. CCU

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 types of camera shots?
14. What are the duties of cinematographer?
15. What are the different kinds of camera angles?
16. What are the seven rules of composition?
17. Camera filters
18. Difference between cinematography and videography?
19. Explain three point and four point lighting?

Section C

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

20. Write about 5 – C – s of cinematography.
21. Talk about composition techniques.