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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2025

BMM4C07 - Advertising

(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. Media Mix
2. Web Banner
3. Transit Ads
4. Slogan
5. ASCI
6. Billboards
7. Ogilvy & Mather
8. Brand Positioning
9. Ad Copy
10. Google AdSense
11. Surrogate Ads
12. Media Reach

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. What are the key features of advertising?
14. Are surrogate Ads ethical? Discuss.
15. Elaborate the effect of good research in advertising.
16. What does frequency in media planning indicate?
17. What is Market Segmentation and how it changes the advertising result?
18. What are the major effects of advertising on society?
19. Define AIDA Model of Advertising.

PART C

Answer any one question not exceeding 400 words.

Question carries 10 Marks

20. Analyze the key elements of an effective ad copy with relevant examples.'
21. Critically examine the ethical concerns in advertising and the role of professional organizations in maintaining ethical standards.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2025

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. YouTube
2. WWW
3. Hypertextuality
4. Internet
5. Augmented Reality
6. Citizen Journalism
7. SEO
8. Microblogging
9. Open Source Journalism
10. Copyright
11. Hacking
12. Tim Berners-Lee

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 feature of Online Journalism.
14. What is Crowd sourcing?
15. Write about origin and development of web.
16. Explain the concept of digitalization.
17. What are the new trends in writing for the web?
18. What are the advantages and disadvantages of online Journalism?
19. Write about the differences between online journalism and traditional journalistic practices.

PART C

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

20. Discuss the ethical challenges in online journalism and how to overcome them.
21. Explain the concept of Media Convergence in digital media.

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2025
BMM4A14 - Evolution of Media Technology
(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

PART- A

Answer all questions. Each question carries two mark. Ceiling -25 Marks

1. Cuneiform Scripts
2. Pictography
3. Offset Lithography
4. DAB
5. MoJo
6. Terrestrial Broadcasting.
7. What is podcasting?
8. Acta diurna
9. Bitmap
10. FCP
11. Internet Radio.
12. A3
13. Floppy Disc.
14. CapCut
15. DTP

PART- B

Answer all questions. Each question carries five mark. Ceiling -35 Marks

16. Explain the significance of Alphabetical Writing in the history of communication.
17. Compare and contrast Letter Press Printing and Screen Printing.
18. Compare and contrast different paper types.
19. Analyse the impact of live streaming in broadcasting history
20. Explain the significance of the Age of Speech and Languages.
21. Discuss the advantages of Digital Printing over traditional printing methods.
22. Explain the importance of Instant Messaging Services
23. Discuss the role of Smart phones in modern journalism practices.

PART- C

Answer any two questions. Each question carries ten mark. Total Marks 20

24. 'Social media influences society' - comment.
25. Explain the evolution of Television Broadcasting from its inception and impact of new media in it.
26. Analyze the evolution of recording formats from Films and Cassettes to Digital Storage Devices
27. Trace the evolution of communication from the Age of Signs and Signals to the Age of Print. How did each stage contribute to the development of media technology?

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMM Degree Examination, April 2025
BMM4B10 - Fundamentals of Web & UV/UX Designs
(2022 Admission onwards)

Time: 2 hours

Max. Marks : 60

Section A

Answer any number of questions, each not exceeding more than 50 words. Each question carries 2 marks ceiling of the marks for this section is 20.

1. Elaborate the significance of the ``<head>`` section in an HTML document.
2. Explain the difference between the ```` and ```` tags in HTML.
3. List out the stages of inserting an image in a HTML page.
4. Define the use of the `alt` attribute in the ```` tag?
5. Differentiate between the `POST` and `GET` methods in HTML forms.
6. Explain the purpose of the ``<fieldset>`` tag in HTML forms?
7. Explain the use of the `line-height` property in CSS.
8. Elaborate the process of applying an external CSS file to an HTML document?
9. Distinguish between `class` and `id` in CSS?
10. Explain `position` property in CSS?
11. Name two principles of UI design.
12. Discuss the role of typography hierarchy in UI design?

Section B

Answer any number of questions, each not exceeding more than 100 words. Each question carries 5 marks ceiling of the marks for this section is 30

13. Describe key considerations when selecting images for UI design?
14. Elaborate the key elements of visual design strategy in UI design?
15. Describe the steps to create a form in HTML with various input elements
16. Discuss the different types of lists that can be created in HTML.
17. Explain the concept of "positioning" in CSS with examples
18. Explain the difference between radio buttons and checkboxes in HTML forms.
19. Analyse the importance of accessibility in web design?

Section C

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

20. Discuss the UI design process in detail, emphasizing the role of application brand strategy and wireframing
21. Discuss the role of CSS positioning properties in creating responsive web designs.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2025

BMM4A13 – Media Management

(2022 Admission onwards)

Time: 2 ½ hours

Max. Marks : 80

PART- A

Answer all questions. Each question carries two mark. Ceiling -25 Marks

1. Define Resources in Management
2. What is the difference between a group and a team?
3. MSME.
4. CSR.
5. PSA
6. Scalar chain.
7. Sole proprietorship
8. PR.
9. Enterprise
10. Define Management.
11. Steps in Planning.
12. Start up
13. Define authority and responsibility in the context of management.
14. Advertisement
15. Unity of Command

PART- B

Answer all questions. Each question carries five mark. Ceiling -35 Marks

16. Explain the nature and characteristics of management.
17. Explain the scope of management .
18. Compare and contrast the characteristics of manager and entrepreneur.
19. Explain SWOT analysis and its peculiarities.
20. Explain levels of management with example.
21. Differentiate between PR and Advertisement.
22. Explain the concept of centralization and decentralization, its advantages in large media organizations.
23. Elaborate different types of organisational communication

PART- C

Answer any two questions. Each question carries ten mark. Total Marks 20

24. Critically analyse Henry Fayol's principles of management and their relevance in modern media management.
25. Discuss the functions of media management. Explain the steps involved in the process with examples.
26. Explain the concept of leadership in media management. Compare and contrast different leadership styles with examples from the media industry.
27. Discuss the techniques of Television, Radio, Broadcasting and Film production.

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BAMB Degree Examination, April 2025

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. Define Rule of thirds in cinematography?
2. Explain the concept of "mise-en-scène."
3. What are the key differences between a prime lens and a zoom lens?
4. Describe the 180-degree rule and its importance.
5. How does frame rate affect the look of a video?
6. Differentiate between aperture and f-stop?
7. Explain the concept of white balance.
8. Describe role of a gaffer on a film set.
9. Describe the three-point lighting setup.
10. Elaborate the significance of continuity editing.
11. Explain the concept of dynamic range in a camera.
12. Describe ethical considerations for a cinematographer.

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. Discuss the impact of camera movement on storytelling.
14. Explain how different types of lenses can be used to create different effects.
15. Identify the significance of different types of camera lenses.
16. Describe the process of color balance and its importance in cinematography.
17. How can a cinematographer use lighting to create a specific mood or atmosphere?
18. Discuss the challenges and considerations of filming in different aspect ratios.
19. Write a note on regressive and progressive shots.

PART – C

Answer any one questions not exceeding 400 words.

20. Analyze the cinematography in a film of your choice, focusing on how the camera work contributes to the storytelling and overall impact of the film.
21. Discuss the evolution of video recording system from the early days of cinema to the present, highlighting key technological advancements and stylistic changes.

1 x 10 = 10 Marks