

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester BA Degree Examination, November 2025

JOU3MN201 – Digital Media

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART– A

All questions can be attended.
Each question carries Three mark.

Ceiling -24 Marks

		Cos	Knowledge Level(KL)	Marks
1	Digital Detox	1	U	3
2	Stand alone media	1	U	3
3	Microblogging	2	U	3
4	Digital Natives	3	U	3
5	Net Neutrality	3	U	3
6	Digital Marketing	4	U	3
7	Hyper textuality	5	U	3
8	Collabs	5	U	3
9	Deepfake	6	U	3
10	Google News	2	U	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Create a script of a short video on promotion at a college event.	1	C	6
12	Analyse how digital divide affect students?	3	An	6
13	Explain convergent journalism	4	U	6
14	What is IPR ? Explain relevance of copy right.	4	U	6
15	Analyse how digital media is influence the student community.	5	P	6

16	How can we use AI for story telling?	5	P	6
17	Evaluate the role of social media in cyber crimes	6	E	6
18	Differentiate between Web 2.0 and 3.0	2	Ap	6

PART – C

Answer any *one* questions.
Each question carries **Ten** marks.

		Cos	Knowledge Level(KL)	Marks
19	Explain the tools and stages for digital media production.	2	U	10
20	Elucidate the challenges and opportunities of AI generated media contents	4	E	10

1 x 10 = 10 Marks

1B3N25426

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester BA Degree Examination, November 2025

JOU3MN202– Corporate Communication

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries Three mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Ivy Lee	CO1	U	3
2	Tagline	CO4	U	3
3	Humorous Appeal	CO1	U	3
4	Crisis Management	CO2	U	3
5	ASCI	CO6	An	3
6	Media Relation	CO3	Ap	3
7	Target Audience	CO5	An	3
8	PRO	CO2	U	3
9	Surrogate Ad	CO5	U	3
10	Direct Mail	CO3	Ap	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Define Corporate social responsibility and its needs.	CO1	R	6
12	List any two advertising appeals and explain its application.	CO1	U	6

13	Explain the elements of a print advertisement.	CO4	U	6
14	Discuss the types of advertising with examples.	CO1	AP	6
15	Explain the role of professional bodies like PRSI and IPRA.	CO6	U	6
16	Write a short note on the functions of Public Relation Officer.	CO3	Ap	6
17	What is the importance of PR in modern organizations?	CO3	Ap	6
18	What do you mean by 'Ad campaign'? Explain with examples.	CO5	U	6

PART - C

Answer any *one* questions.
Each question carries **Ten** marks.

		COs	Knowledge Level(KL)	Marks
19	Discuss the differences and interconnections between PR, Advertising, and Corporate Communication.	CO1	AP	10
20	Define PR, explain its publics and tools ?	CO6	An	10

1 x 10 = 10 Marks

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Third Semester BA Degree Examination, November 2025

JOU3MN203– Film & Television Production

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries **Three** mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Define multi-camera production with one example.	CO2	Understand	3
2	What are ENG and EFP productions?	CO2	Remember	3
3	Mention the differences between pre-production and post-production.	CO2	Understand	3
4	What is the significance of silent films in the history of cinema?	CO1	Remember	3
5	What is the purpose of a shooting schedule?	CO3	Understand	3
6	What are the key differences between linear and non-linear editing?	CO5	Understand	3
7	Differentiate between scene, and sequence.	CO4	Understand	3
8	Mention two key rules of composition in cinematography.	CO4	Remember	3
9	What are video transitions? Give two examples.	CO5	Remember	3
10	Explain the significance of parallel editing.	CO5	Understand	3

PART – B

All questions can be attended.
Each question carries six marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Describe the different types of films with examples.	CO1	Understand	6
12	Discuss the importance of script writing and story boarding in filmmaking.	CO3	Apply	6
13	Write notes on roles of director, cinematographer, and editor in a production.	CO4	Apply	6
14	Discuss three-point lighting technique with explanation.	CO4	Apply	6
15	Explain the importance of camera movements in enhancing the narrative.	CO4	Analyse	6
16	Discuss film as a socio- political tool .	CO5	Apply	6
17	Explain the interface and process of non-linear editing with examples.	CO5	Apply	6
18	Briefly explain the history of cinema.	CO1	Understand	6

PART - C

Answer any *one* questions.
Each question carries **Ten** marks.

		COs	Knowledge Level(KL)	Marks
19	Write an essay on the use of light and camera techniques to enhance visual storytelling.	CO4	Evaluate	10
20	Discuss in detail the production stages involved in filmmaking.	CO5	Evaluate	10

1 x 10 = 10 Marks

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Third Semester BA Degree Examination, November 2025

JOU3MN204– Advertising and copywriting

(FYUGP 2024 Admission onwards)

Time: 2 hours

Max. Marks : 70

PART – A

All questions can be attended.
Each question carries **Three** mark.

Ceiling -24 Marks

		COs	Knowledge Level(KL)	Marks
1	Define Advertisement	CO1	Understand	3
2	Elaborate AAAI	CO4	Remember	3
3	Write about Piyush Pandey	CO1	Remember	3
4	Explain Transit Advertisement	CO1	Understand	3
5	Explain Ad Campaign	CO2	Remember	3
6	Elaborate AIDA model	CO3	Understand	3
7	Write about Mudra	CO2	Understand	3
8	Describe Target Audience	CO2	Understand	3
9	Elaborate USP	CO1	Remember	3
10	Explain Ad Clutter	CO2	Remember	3

PART – B

All questions can be attended.
Each question carries **six** marks.

Ceiling -36 Marks

		COs	Knowledge Level(KL)	Marks
11	Define and distinguish service ads and product ads with examples.	CO1	Understand	6
12	Explain various advertising appeal with appropriate examples.	CO3	Apply	6
13	Illustrate the importance of Copy testing in advertising.	CO2	Apply	6

14	Prepare a brief copy draft for a social awareness campaign against plastics	CO6	Create	6
15	Critically examine the impact of digital media on traditional copywriting.	CO1	Analyze	6
16	Analyse how advertisements impact the society.	CO3	Understand	6
17	Illustrate the Structure of an Advertising Agency	CO1	Understand	6
18	Discuss any prominent ad companions of your choice.	CO5	Understand	6

PART - C

Answer any *one* questions.
Each question carries Ten marks.

		COs	Knowledge Level(KL)	Marks
19	Design a complete, integrated campaign for a new vegetarian restaurant, detailing the creative theme, target audience, media strategy, and sample copy.	CO3	Create	10
20	Discuss various classification of ads in detail. Use appropriate examples.	CO1	Apply	10

1 x 10 = 10 Marks