

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BMMC Degree Examination, November 2016
BMM1 B01 – Introduction to Communication
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Section A (One word)*Answer all questions. Each question carries 1 mark*

1. Group discussion is a form of -----
 a) dyadic communication
 b) multiadic communication
 c) mass communication
 d) interpersonal communication
2. Director General of Doordarshan
 a) Supriya Sahu
 b) Akshay Rout
 c) C. B. S. Maurya
 d) Venkaiah Naidu
3. Haptic is a -----
 a) Verbal Communication
 b) Non- Verbal Communication
 c) inter-personal Communication
 d) Non of the above.
4. Who said, '*Communication is the exchange of meaning between individuals through a common system of symbol*'
 a) I.A. Richards
 b) theodorson and theodorson
 c) Gerbner
 d) Colin Cherry
5. Tactile Communication
 a) Communication by touch
 b) Communication by taste
 c) Communication through technology
 d) Communication through Telegram
6. Olfactory communication
 a) Communication by Smell
 b) Communication by touch
 c) Communication through Body language
 d) Communication through sign boards
7. "Global village" is a term closely associated with-----
 a) The Medium is the Massage: An Inventory of Effects
 b) Understanding Media: The Extensions of Man
 c) Media, Messages & Language: The World as Your Classroom?
 d) The Gutenberg Galaxy: The Making of Typographic Man and Understanding Media.
8. Silence is a powerful form of -----
 a) inaction
 b) communication
 c) aversion
 d) prevention
9. Which of the following is the most perishable form of medium?
 a) film
 b) newspaper
 c) book
 d) Magazine
10. Which among the following is not a news agency?
 a) Reuters
 b) PTI
 c) UNI
 d) INS

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Hypodermic needle theory
12. Aristotle's model
13. Osgood
14. Medium is the message
15. Gerbner's general model
16. James silk buckingham
17. Noice
18. Semantic barrier
19. Laswell's model
20. Marshall McLuhan
21. Mass line communication
22. Dance model

(10 x 2 = 20)

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. Discuss the process of communication
24. Illustrate the formal and informal channels of communication
25. Features of mass communication
26. Importance of feedback in communication
27. Discuss mechanical noice.
28. Receiver's components
29. Computer mediated communication

(5 x 6 =30)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Explain the possible dysfunctions of mass communication at the level of individuals and society as a whole.
31. Eluciate the evolution of human communication and mass communication.
32. What can uses and gratifications theory tell us about social media?

(2 x 10 = 20)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 First Semester BMMC Degree Examination, November 2016

BMM1C01 – Introduction to Computer

(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Section A (One Word)

Answer all questions. Each question carries 1 Mark

1. Which is the Short Key to open the Save Dialog Box

a) Tab + F12	b) Shift + F12
c) Ctrl + F12	d) Alt + F12
2. DVD stands for

a) Digital Video Disk	b) Digital Video Drive
c) Digital Video Drive	d) Digital Versatile Disk
3. Which protocol downloads the email messages to your computer?

a) IMAP	b) POP3
c) HTTP	d) TCP
4. Which one is not a Font Style

a) Bold	b) Italic
c) Super Script	d) Regular
5. MIDI stands for

a) Musical Instrument Device Interchange	b) Musical Interface Device Interface
c) Musical Instrument Digital Interface	d) Musical Instrument Device Interchange
6. Pick the odd one.

a) google.com	b) altavista.com
c) mozilla.com	d) about.com
7. Which can be used for guide access to commonly used commands and tools?

a) Tool Bar	b) Status Bar
c) Menu Bar	d) Title Bar
8. Which is the short cut to paste a text?

a) Ctrl + P	b) Ctrl + V
c) Ctrl + S	d) Ctrl + T
9. PDF stands for

a) Portable Device Format	b) Portable Document file
c) Portable Device File	d) Portable Document Format
10. IrDA stands for

a) Infrared Digital Access	b) Infrared Device Access
c) Infrared Data Association	d) Infrared Digital Association

(10 x 1 = 10)

Section B (Short Answer)

Answer any ten questions. Each question carries 2 Marks

11. Resolution
12. Operating System
13. GSM
14. LAN
15. Outlook Express
16. Workstation
17. UNIX
18. FTP
19. Presentation Software
20. WWW
21. Web Hosting
22. Surfing

(10 x 2 = 20)

Section C (Paragraph)

Answer any five questions. Each question carries 6 Marks

23. Compare DOS and WINDOWS.
24. What do you mean by Online Journalism?
25. What are the different ways to connect two Devices?
26. Explain different types of view options available in Power Point.
27. Explain different types of Monitors.
28. How will you insert a chart into an Excel document?
29. Explain Multimedia Audio formats.

(5 x 6 = 30)

Section D (Essay)

Answer any two questions. Each question carries 10 Marks

30. What do you mean by Multimedia? Explain application of multimedia in Advertising.
31. Explain Meaning, Scope and advantages of using Internet.
32. Explain different Storage devices used in Computers.

(2 x 10 = 20)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BMMC Degree Examination, November 2016
BMM1C02 – Media Laws & Ethics
(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries one mark

1. CBFC was formed under the provisions ofact
a) Copyright act b) Cinematograph act c) Press council act d) Prasarbharathi act
2. In which year the Gagging act was enacted?
a) 1887 b) 1857 c) 1787 d) 1867
3. Which act regulates the journalist's hours of work, holidays, notice period for termination of service etc?
a) Standards of weights and measures act
b) Working journalists (fixation of rates of wages act 1958
c) Working journalists conditions of service and miscellaneous provisions act 1981
d) Press council act)
4. The Information technology act was enacted from the year
a) 2000 b) 2001 c) 2008 d) 1997
5. A civil contemner can be imprisoned for at least..... Years.
a) 10 years b) six months c) one year d) none of these
6. Which act prohibits advertisements contain indecent representation of women
a) Drugs and magic remedies act b) Official secrets act
c) indecent representation of women
d) (prohibition act, Young persons harmful publications)
7. Which act is popularly known as Feroze Gandhi Act?
a) Drugs and magic remedies act b) vernacular press act
c) Parliamentary proceedings act d) Working journalists act
8. Which act provides the exclusive rights to authors for publication, production, reproduction and translation of his/her works?
a) Press and Registration of books act b) Copy right act
c) official secrets act d) Representation of people act
9. Who is the current chairman of Press Council of India?
a) Justice Markandeya Kadju b) Justice CK Prasad
c) Riyad Mathew d) Vinod Goenka)
10. The articles of of Indian constitution deals with right to equality
a) 14-18 b) 19-22 c) 25-28 d) 23-24

(1 x 10 =10)

Section B (Short Answer)

Answer any ten questions each carries 2 marks

11. IPC
12. Official secrets act
13. Yellow Journalism
14. Defamation
15. DPSP
16. Junkets
17. Wage Board
18. Paparazzi Journalism
19. Ombudsman
20. Sting operation
21. The Young person's harmful publications Act
22. Representation of people act

(2 x 10 =20)

Section C (Answer in one or two paragraph)

Answer any five questions each carries 6marks

23. Critically analyse the relevance of Cinematograph act today.
24. What is Article 19 (1)(a)? Explain the reasonable restrictions imposed on the freedom of speech and expression.
25. Explain the difference between Civil and Criminal laws.
26. What is embedded journalism? Explain.
27. What are the differences between libel and Slander?
28. How do ethics differ from laws? Explain.
29. RTI

(5 x 6 =30)

Section D (Essay)

Answer any two questions. Each carries 10 marks

30. What are the features of copyright act? Also explain the powers of copy right board
31. What are the functions and powers of press council? Discuss the features of press council act 1976.
32. An unbalanced priority on profit and financial growth weakens the foundation of journalism as a public trust. Discuss the statement.
33. Explain Intellectual property right. What are the different forms of IPR?

(2 x10= 20)