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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March 2018
BMM4C07 – Multimedia Journalism & E.Content Development
(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 60

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

1. Podcast means

    a) Digital radio broadcast   b) Narrowcast

    c) Internet radio broadcast   d) Video telecast

2. A media presentation over Internet

    a) Webcasting   b) Video Conference

    c) Live television broadcast   d). None of the above

3. --------------is a multimedia software platform used to produce animations,

    applications and   games, and   is often used to create content for e-learning.

    a) InDesign   b) Adobe Premier   c) Flash   d) None of the above

4. Social website

    a) Twitter   b) Wikileaks   c) Google   d) None of the above

5. Interactive Media

    a) Media responds to users actions   b) Linear media

    c) Print Media   d) None of the above

6. Webcasting

    a) Casting of elements for web   b) Broadcast over internet

    c) Hosting of web page   d) None of the above

7. Intranet

    a) Computer Network within an Organisation   b) Wide area Network

    c) Portal   d) None of the above

8. DHTML

    a) Data HTML b) Dynamic HTML   c) Design HTML   d) None of the above

9. .... E- Content development application

    a) Corel Draw   b) Adobe Premier   c) Articulate   d) None of the above

10. .... is a mix of learning modalities: live classroom instruction, virtual

    classroom instruction, self-paced eLearning and more.

                                                    10 x 1 = 10 Marks)

Section B
Answer any six questions. Each question carries 2 marks

11. Vlog
12. CBT
13. Learning management system
14. Sequencing
15. HTML
16. Portals
17. SCROM
18. Course map

$(6 \times 2 = 12$ Marks$)$

Section C (Paragraph)
Answer any three questions. Each question carries 6 marks

19. Explain synchronous and asynchronous learning
20. What is E-learning?
21. What is interactivity? What are the methods used to make an interactive E-learning course
22. Explain the concept of learner engagement in E-learning.
23. What is instructional design

$(3 \times 6 = 18$ Marks$)$

Section D (Essay)
Answer any two questions. Each question carries 10 marks

24. Trace the growth of online journalism in India.
25. Elaborate the ADDIE model for E-learning
26. Explain different types of interactivity methods in E-content development.

$(2 \times 10 = 20$ Marks$)$

5

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BMMC Degree Examination, March 2018

BMM4C08 – Advertising

(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 80

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

1. Which of the following is an example of Covert Advertising?

   a) Advertising in Television   b) Advertising on Bill Boards

   c) Advertising in Movies   d) Advertising in Trains

2. The placement of commercials in all major television networks in the same period of time is known as ………………..

   a) Continuous Scheduling   b) Road Blocking

   c) Pulse Scheduling   d) Flight Scheduling

3. …………… are single piece publicity materials that are suspended with the help of threads at the sales points.

   a) Danglers   b) Posters

   c) Fliers   d) Cut-outs

4. …………….. is a specific coordinated advertising effort on behalf of a particular product or service extended for a specified period of time.

   a) Advertising Campaign   b) Media Scheduling

   c) Marketing   d) Sales Promotion

5. Matrimonial column in a newspaper is an example of………………

   a) Retail Advertising   b) Classified Advertising

   c) National Advertising   d) Local Advertising

6. Which among the following is the most common form of outdoor advertising?

   a) Stadium advertising   b) Advertising on buses

   c) Advertising on walls   d) Billboard advertising

7. "Just Do It" is the tagline of…………

   a) Nike   b) Adidas

   c) Puma   d) Reebok

8. "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". This definition of advertising is put forward by………..

   a) American Marketing Association   b) Indian Advertising Association

   c) American Advertising Association   d) World Advertising Association

9. Which of the following is not a characteristic of Advertising?

a) Communication

b) Information

c) Persuasion

d) Entertainment

10. Advertisements seen on vehicles and trains are known as ……….

a) Indoor Advertising

b) Transit Advertising

c) Covert Advertising

d) Surrogate Advertising

(10 x 1 = 10 Marks)

Section B (Short answer)
Answer any Ten questions. Each question carries 2 marks

11. Logotype

12. Direct Mail Advertising

13. Copy Writing

14. In-house Agencies

15. David Ogilvy

16. Ad Agency

17. Banner Ads

18. ASCI

19. Infomercials

20. Advertere

21. Brand Equity

22. Jingle

(10 x 2 = 20 Marks)

Section C (Paragraph)
Answer any five questions. Each question carries 6 marks

23. What are the salient features of Internet advertisements?

24. Explain the AIDA concept in advertising.

25. Differentiate between Covert Advertising and Surrogate Advertising.

26. Write a note on different types of Message Appeals in advertising.

27. Elaborate on different concepts in Media Scheduling.

28. What are the functions of an Advertising Agency?

29. Write a note on any of the recent ad wars between two competing brands.

30. Write a note on Rossiter-Percy Model. **(5 x 6 = 30 Marks)**

Section D (Essay)
Answer any two questions. Each question carries 10 marks

31. Write a detailed essay on the origin and evolution of advertising to a global industry.

32. What is an Ad Campaign? Elaborate the different stages involved in the designing of an Ad Campaign.

33. Indian Advertising has evolved over the course of the last 70 years to a full-fledged industry. Critically examine recent trends and developments in advertising sector in India.

(2 x 10 = 20 Marks)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March 2018
BMM4B05 – Scripting For Media
(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 80

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

1. The final script draft used on set by the production people is called -------
   a. Editing script   b. Script draft
   c. Shooting Script   d. Script breakdown

2. INT.
   a. Interior Shot   b. Insert shot
   c. important shot   d. Interval shot

3. Dolly is a -----------------
   a. A Camera angle   b. A mechanism for camera movement
   c. A Chair carries for actors d. A Camera shot

4. Which among the following is not a transition?
   a. Fade   b. Wipe
   c. cut   d. Zoom

5. A shot in the beginning of a film that suggest where the story take place
   a. Close up shot   b. High angle shot
   c. Reverse shot   d. Establishing Shot

6. Smash Cut To
   a. A very slow transition   b. An especially sharp transition
   c, Transition to black   c. Final shot

7. The movement of the lens of the camera up and down
   a. Pan   b. Tilt
   c. Midshot   d. crawl

8. V.O
   a. Visuals Overlapped   b. Voice over
   c. Visual Optics   c. Very Old Scene

9. A series of images juxtaposed together for a theme
   a. Mise en scene   b. Montage
   c. jump cut   d.Insert

10. ANGLE ON
    a. Scene taking place in a large setting b. scene taking place in a corner
    c. scene in a room   c. scene taking place in a vehicle

(10 x 1 = 10 Marks)

Section B (Short answer)
Answer any ten questions. Each question carries 2 marks

11. Casting

12. Voice over

13. Reverse shot

14. Budget

15. Extreem close up

17. Freeze frame

18. Camera angles

19. Research

20. Jump cut

21. Camera movements

22. Proposal

(10 x 2 = 20 Marks)

Section C (Paragraph)
Answer any five questions. Each question carries 6 marks

23. What are the advantages of making a storyboard?

24. Explain the commonly using transitional devices.

25. What are the similarities and differences in preparing a script for a television commercial and a gameshow

26. What are the elements of a script?

27. Discuss the different multi media Scripting formats

28. What are the differences between a basic script and a shooting script

29. What are qualities required for a script writer?

(5 x 6 = 30 Marks)

Section D(Essay)
Answer any two questions. Each question carries 10 marks

30. What are the different types of script?Explain its key differences in presentation styles

31. Write a script and prepare a storyboard for an instructional documentary for students?

32. What is a Script structure? Explain it different parts in detail.

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester Computer Science/BMMC Degree Examination, March 2018

A13 – Entrepreneurship Development

(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 80

PART - A
Answer *all* questions. Each question carries *one* mark

Some entrepreneurs are extremely task oriented. We call them as ....

Family responsibilities are one of the problem of a .... Entrepreneur.

.... study is a systematic method adopted to find out the possibility and practicability of starting a project.

IRR is also called .... method.

.... ration establishes relationship between contribution margin and total sales.

The capacity to develop new ideas, concepts and processes is known as ....

(a) innovation   (b) invention   (c) creativity   (d) skill

.... is also called trial and error method.

(a) ARR   (b) IRR   (c) NTV   (d) Urgency

.... is an area where applied research on high tech projects is conducted.

(a) STEP   (b) SWOT   (c) EPST   (d) None

Which of the following is not a technique of financial analysis?

(a) ratio analysis   (b) risk analysis   (c) cash flow analysis   (d) fund flow analysis

0.   The process of measuring the progress and performance of a project is called.......

(a) Project appraisal   (b) Project evaluation   (c) Project control   (d) Project audit

(10 x 1 = 10 Marks)

PART - B
Answer *any Eight* questions. Each question carries *two* marks

1.   What do you mean by Induced entrepreneur?

2.   Name any four characteristics of a good entrepreneur?

3.   What is STEP?

4.   What do you mean by incentive?

5.   What is bridge capital?

6.   What is the need of Project management?

7.   Define ratio analysis.

18. What do you understand by PERT?

19. What are the goals of ED club?

20. What are the objectives of Entrepreneur Support Scheme (ESS)?

<div align="right">(8 x 2 = 16 Marks)</div>

PART - C
Answer *any six* questions. Each question carries *four* marks

21. What are the risks associated with entrepreneurship?

22. What are the qualities of a successful entrepreneur?

23. What are the objectives behind the establishment of KFC?

24. What are the advantages of Incentives and Subsidies?

25. Briefly explain about Project Life cycle.

26. What are the phases in Project Management?

27. What are the services provided by business incubators?

28. Explain the various techniques of financial analysis of a project.

<div align="right">(6x 4 = 24 Marks)</div>

PART - D
Answer *any two* questions. Each question carries *fifteen* marks

29. What do you mean by entrepreneurship? Explain in detail about the barriers in entrepreneurship?

30. Explain in detail about various institutions or agencies engaged in the entrepreneurial development of Kerala.

31. Explain in detail about the classification of Projects?

<div align="right">(2 x 15 = 30 Marks)</div>

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester B.Sc Computer Science/BMMC Degree Examination, March 2018

A14 – Basics of Audio Video Media

(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

PART - A
Answer *all* questions. Each question carries *one* mark

Sound has …………… kind of wave motion.

Reverberation is caused by …………… of sound waves.

Absorption coefficient of an open window is ……...

Which microphone uses piezoelectric effect?

What is the principle behind loudspeaker?

…………… is a trap circuit which does not allow the bias oscillator's signal to go to the amplifier.

A camera converts brightness and colour into …………… Signals.

When is pre-emphasis done?

The audible range of frequency is between ……….. Hz and 20000 Hz.

In a DVD, the laser beam is reflected from ………..

(10 x 1 = 10 Marks)

PART - B
Answer *any 5* questions. Each question carries *two* marks

What do you mean by sound?

What is the difference between static microphone and dynamic microphone?

Distinguish between echo and reverberation.

What is the need for biasing?

What is the advantage of Dolby system?

What is the use of analog mixers?

What is the advantage of using laser of red light in DVD over infrared light in VCD?

(5 x 2 = 10 Marks)

PART - C

Answer *any six* questions. Each question carries *five* marks

18. Differentiate speech, music and noise.

19. Briefly explain about the mechanism of hearing of human ear.

20. Briefly explain about characteristics of a microphone.

21. Write a note about different kinds of equalizers.

22. Briefly explain about the basic audio compression standards.

23. Briefly explain the concept of MIDI.

24. Write a note on MPEG.

25. Briefly explain about digital video recording.

(6x 5 = 30 Marks)

PART - D

Answer *any two* questions. Each question carries *fifteen* marks

26. Explain about various types of loudspeakers and their attributes.

27. What are the requirements of a good auditorium for pleasant listening? Give salient features of acoustical design for an auditorium?

28. Explain about the various digital tape recording systems.

29. Explain about video compression techniques and standards.

(2 x 15 = 30 Marks)

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1B4M18135 (Pages : 2) Reg. No:..........................

Name: ....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BMMC Degree Examination, March 2018

BMM4B06 – Introduction to Videography

(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 60

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

1.   Low angle shot indicates that the camera is positioned-----------the subject

(a) Below   (b) Above   (c)At the same level   (d) Away from.

2.   Budgeting of a video programme is usually done at the -----------stage.

(a) Production   (b) Post-production (c) Pre-production.   (d) Scripting.

3.   PAN

a) Camera turning on a stationary axis   b) Trolley   c) Close up   d) None of the above

4.   Take is a version of a ---------- .

(a) Shot   (b)Scene   (c) Sequence   (d) Mise-en-scene.

5.   IRIS OUT

a) Transition from one to another frame b) A black circle closes to end a scene

c) Fade in   d) Fade out

6.   FADE OUT

a) Image appear in to frame   b) Image slowly disappear to black

c) Image transit to another frame   d) None of the above

7.   ESTABLISHING SHOT

a) Establishment   b) Beginning of a film to suggest where the story takes place

c) Final shot   d) None of the above

8.   A signal to an anchor or presenter to start talking or begin his action is termed as   .

(a)Cue.   (b) Call.   (c) Order   (d) None of the above.

9.   A colored lens or paper that is placed in between the light source and the subject to

either darken or lighten a particular colour is...

(a) Filter   (b)transparency   (c) barn door   (d) Aperture.

10.   AERIAL SHOT

a) Shot be taken from a plane   b) Wide angle shot

c) Shot taken by macro lens   d) None of the above.

(10 x 1= 10 Marks)

11.   Physical continuity

12.   Jump cut

13.   Video formats

14.   Match Cut

15.   Frame Rate

16.   Light fixtures

17.   Continuity

18.   Shot and Take

(6 x 2 =12 Marks)

Section C (Paragraph)
Answer any three questions. Each question carries 6 marks

19.   How to take meaningful shot ?

20.   How does editing work out in films?

21.   What is mean by white balance?

22.   What is mean by Pictorial balance?

23.   Make a brief note about camera equipments?

(3 x 6 = 18 Marks)

Section D (Essay)
Answer any two questions. Each question carries 10 marks

24.   List and explain the essential members of a film production team?

25.   Discuss the importance of lighting to make a good film?

26.   The role of camera angles and movements in the film production?

(2 x 10 = 20 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester BMMC Degree Examination, March 2018

BMM4B07 – Fundamentals of Web designing

(2016 Admission onwards)

Max. Time: 3 hours   Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Who is making the Web standards?

   a) Microsoft   b) World Wide Web Consortium

   c) Mozilla   d) Google

2. Which among the following is a search engine?

   a) Firefox   b) Flash

   c) Google   d) Internet Explorer

3. Choose the correct HTML element for the largest heading:

   a) <h6>   b) <h1>

   c) <head>   d) <heading>

4. Which protocol helps to transfer files between computers?

   a) FTP   b) HTTP

   c) FTTP   d) HTP

5. Which of the following is required to create an HTML document?

   a) Search engine   b) Internet

   c) Browser   d) Text editor

6. HTML is a

   a) Web Browser   b) Network Protocol

   c) Programming Language   d) Scripting Language

7. Ordered Lists

   a)   b)

   c)   d)

8. Internet uses

   a) Packet switching   b) Telex switching

   c) Circuit switching   d) Telephone switching

9. The last three letters of the domain name describes the type of

   a) Server   b) Protocol

   c) Organization   d) Connectivity

10. In HTML, tags consists of keywords enclosed within

    a) Square brackets [ ]   b) Flower brackets

    c) Angular brackets < >   d) Parantheses ( )

(10 x 1 = 10 Marks)

Section B (Short answer)
Answer any six questions. Each question carries 2 marks

11. What is the data type of variables in JavaScript?

12. What is the difference between HTML elements and tags?

13. Briefly describe E-mail protocols.

14. What is static web page ?

15. How to make a picture as background image of a web page?

16. What is the data type of variables in JavaScript?

17. Explain the event handling in JavaScript.

18. What is Weblog?

(6 x 2 = 12 Marks)

Section C (Paragraph)
Answer any three questions. Each question carries 6 marks

19. What is a web browser?

20. Events and Objects in JavaScript?

21. What is e-Learning?

22. Write notes on HTML lists.

23. What is meant by Virtual hosting?

(3 x 6 = 18 Marks)

Section D (Essay)
Answer any two questions. Each question carries 10 marks

24. Mention the features of internet as a communication medium.

25. History of Internet.

26. Features of Web Authoring Software.

(2 x 10 = 20 Marks)