

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March /April 2019
BBMC4C07 – Multimedia Journalism & E Content Development
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 60

SECTION A(One Word)
Answer all the following questions.
Each question carries 1 marks

1. Blooms Taxonomy was created in
2. A learning object to test the skills before any training has taken place is.....
3. URL is the abbreviation of -----
4. AICC stands for-----
5. ADL stands for-----
6. A text which contain text to another text-----
7. A media presentation over Internet

a) Webcasting	b) Video Conference
c) Live television broadcast	d) None of the above
8. Blogosphere means -----

a) Connected Community of Blogs	b) Collection of blogs by an Author
c) Association of bloggers	d) None of the above
9. Podcast means?

a) Internet radio broadcast	b) Narrowcast
c) Digital radio broadcast	d) Video telecast
10. Media convergence

a) Print Media	b) Computing, communications, and content.
c) Interactive media	d) Video, Audio, text.

(10 x 1 =10marks)

SECTION B

Answer any six questions. Each question carries 2 marks

11. Learning Management System
12. Instructional design
13. Synchronous learning
14. INFLIBNET
15. E-zines
16. SCORM
17. Joomla
18. Citizen Journalism

(6 x 2 = 12 Marks)

SECTION C (paragraph)

Answer any three questions. Each question carries 6 marks

19. Differentiate between e-paper and online newspaper
20. Explain the strengths and weakness of E-learning?
21. Explain free and open source software
22. What are the techniques used in E-learning to develop an interactive E-learning course?
23. What are the strengths and weakness of E-learning?

(3 x 6 = 18 Marks)

SECTION D (Essay)

Answer any TWO questions. Each question carries 10 marks

24. Explain ADDIE model.
25. Trace the history of internet as a medium of communication and its impact on Journalism?
26. Write a note on E-Content development team.

(2 x 10 = 20 Marks)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Fourth Semester BMMC Degree Examination, March /April 2019
 BBMC4B05 - Scripting For Media
 (2017 Admission onwards)

Time: 3 hours

Max. Marks: 80

Section A (One word)

Answer all questions. Each question carries 1 mark

Superimposed titles moves across on screen called-----

- | | |
|----------------|--------------|
| a. Jump | b. Crawl |
| c. Continuous. | d. Crossfade |

EXT.

- | | |
|---------------------------------------|---------------------------|
| a. Extra scene not in the Script | b. Extra Actor |
| c. Scene taken place out of the doors | d. Shots takes extra time |

Trolley is a -----

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

Split screen shot

- | | |
|--|-----------------------|
| a. Splitting of shots | b. Splitting of Scene |
| c. Single frame splitted in to more frames | d. Splitting of pages |

The beginning of scene that briefly describes the location and the time of the day called--

- | | |
|-------------|--------------|
| a. Credits | b. Treatment |
| c. Slugline | d. Timeline |

The theatrical advertisement of an upcoming film

- | | |
|------------|--------------------------|
| a. Trailer | b. Transit advertisement |
| c. Titling | d. Newsreel |

Structure of a script

- | | |
|------------------------------|-----------------------------|
| a. Dialogue and elements | b. Dialogue and description |
| c. Description of Characters | d. Design of shots |

POV

- | | |
|----------------------------|--------------------------|
| a. Presentation of visuals | b. Picture of vision |
| c. Point of view | c. Photograph of visuals |

9. A transition often used to compare two completely unrelated objects is -----
- | | |
|------------|-----------------|
| a. Wipe | b. Match cut to |
| b. fade in | c. fade out |
10. Aerial Shot
- | | |
|----------------------------|---------------------------------|
| a. Wide angle shot | b. shot taken with a macro lens |
| c. shot taken from a plane | d. low angle shot |

(10 x 1 = 10 Ma

Section B (Short answer)

Answer any ten questions. Each question carries 2 marks

11. Script breakdown
12. Treatment
13. BGM
14. Suspense thriller
15. Draft Script
16. Storyboard
17. Film noir
18. Screenplay
19. Transition devices
20. Jump cut
21. Camera angles
22. Subtitles

(10 x 2 = 20 Mar

Section C (Paragraph)

Answer any five questions. Each question carries 6 marks

23. What are the different Scripting Formats?
24. Stages of Scripting
25. What are the different types of shot?
26. What are the different softwares using for multimedia scripting?
27. What are the qualities required for a script writer?
28. What are the different objectives of preparing storyboard for a multimedia production?
29. What is a Script layout? Explain.

(5 x 6 = 30 Ma

Section D (Essay)

Answer any two questions. Each question carries 10 marks

30. Discuss the structure and its changes in different stages of film script preparation
31. Write a script and prepare a storyboard for an educational documentary.
32. What are the key elements of a good script?. Discuss.

(2 x 10 = 20 Ma

26

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March /April 2019
BBMC4B06 – Introduction to Videography
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

.....is the basic form of editing.

- (a) Cut (b) Dissolve (c) Iris in/iris out. (d) Fade out/fade in.

2. Zoom lens is a ----- lens.

- (a) Wide angle (b) Fixed focus (c) Narrow angle (d) Variable focus.

..... is a process of converting analogue video into digital audio.

- (a) Sampling. (b) recording. (c) stretching. (d) digitizing

Dubbing is usually done at the

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

Use of Back light is

- (a) Show back of the object (b) Hide front of the object
(c) outline of the object (d) None of them.

Budgeting of a video programme is usually at:

- (a) Production stage. (b) After the shoot
(c) Pre production stage. (d) Scripting stage.

7. High angle shot indicates that the camera is positioned ----- the subject.

- (a) below (b) above (c) at the eye level (d) opposite.

8. Generation loss is the most minimal in

- (a) Nonlinear editing (b) Transferring (c) Linear editing. (d) Assemble editing.

9. A system of numbering that allows you to find out any recorded image with pinpoint accuracy is known as .

- (a) Time bar (b) Frame code (c) Frame rate. (d) Time code.

10. ----- is the measure of the degree of sharpness of an image.

- (a) Aspect ratio (b) Pixel. (c) Accuracy (d) Deep Focus.

(10 x 1= 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. Pictorial balance
12. Sequence shot
13. Master Shot
14. Aperture
15. Frame Rate
16. Shallow focus
17. Continuity
18. Soft Box

(6 x 2 = 12)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. What are the major features of Cinematography?
20. Explain the various types of Camera angles and Shots?
21. Give an idea about visual language with example?
22. What do you mean by Composition?
23. Make a brief note about proper Framing?

(3 x 6 = 18)

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. Write an essay about camera filters and Lenses?
25. Make an essay about different types of Cameras?
26. Explain about Five C'S of Cinematography with examples?

(2 x 10 = 20)

27

B4M19136

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March /April 2019
BBMC4B07 – Fundamentals of Web designing
(2017 Admission onwards)

Time: 3 hours

Max. Marks: 60

Section A (One word)

Answer all questions. Each question carries 1 mark

1. Tag for Line Break
2. w3c
3. Arpanet
4. Packet Switched Network
5. Webcasting
6. WYSIWYG
7. Tim Berners-Lee
8. CSS
9. FTP
10. Online Shopping

(10 x 1 = 10 Marks)

Section B (Short answer)

Answer any six questions. Each question carries 2 marks

11. What is Web application?
12. What are the tags in HTML?
13. Explain text formatting, editing and importing.
14. What is Java script?
15. Virtual Communication.
16. What do you mean by Meta data in HTML.
17. What is hyperlink?
18. Define Protocol.

(6 x 2 = 12 Marks)

Section C (Paragraph)

Answer any three questions. Each question carries 6 marks

19. JavaScript Data Types?
20. Write a short note on web authoring tools.
21. Features of User Interface design?
22. What is the use of <a> tag ? How would you navigate between multiple pages?
23. Write notes on HTML frames.

(3 x 6 = 18 Mar

Section D (Essay)

Answer any two questions. Each question carries 10 marks

24. How will you create a 5 x 5 table using HTML tags?
25. Describe various steps of Web designing.
26. Explain social and economic dimensions of Social media.

(2 x 10 = 20 Mar

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
 Fourth Semester BMMC Degree Examination, March /April 2019
A13 – Entrepreneurship Development
 (2017 Admission onwards)

3 hours

Max. Marks: 80

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

Poverty eradication and women empowerment are the main objectives of
 units in Kerala.

Family responsibilities are one of the problem of a Entrepreneur.

The MSME Development Act came into force in.....

Project Formulation means Study.

Project appraisal is usually done by a

A single lump sum which is given by a government to an entrepreneur to cover the
 cost is known as

(a) subsidy (b) concession (c) bounties (d) none of these

..... 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 network technique?

(a) CPM (b) PERT (c) SWOT (d) LOB

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

..... is the ability of an entrepreneur to successfully convince others.

(a) Persistence (b) Initiative (c) Competency (d) Persuasion

(10 x 1 = 10 Marks)**PART - B****Answer any Eight questions. Each question carries two marks**

What do you mean by Pure entrepreneur?

Which are the types of entrepreneurs based on the type of business?

What is a tiny sector unit?

14. What do you mean by seed capital?
15. What is State Investment subsidy?
16. What is demand forecasting?
17. What do you mean by CPM?
18. What is project life cycle?
19. What are the positive factors influencing the business opportunities in Kerala?
20. What are the goals of ED club?

(8 x 2 = 16 Marks)

PART - C

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

21. What are the characteristics of an entrepreneur?
22. What are the common entrepreneurial traits?
23. What are the objectives behind the establishment of KFC?
24. How is MSME classified?
25. What is Project formulation? Describe its significance.
26. What is PERT? How it is differed from CPM?
27. What are the objectives of industrial policy of Kerala?
28. What is the role of ED clubs in the entrepreneurial development of Kerala?

(6x 4 = 24 Marks)

PART - D

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

29. Define women entrepreneurship. Trace the growth of women entrepreneurship with special reference to India.
30. Explain the growth of small scale sector in India and its impact on employment and investment opportunities.
31. Define Business Incubation. What are the benefits are services provided by business incubation centers?

(2 x 15 = 30 Marks)

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Fourth Semester BMMC Degree Examination, March /April 2019
A14 – Basics of Audio Video Media
(2017 Admission onwards)

3 hours

Max. Marks: 80

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

Sone is a unit of

A transducer that converts sound waves to electrical signals is called

On what principle does a moving coil microphone work?

What makes a microphone omni-directional?

A rigid flat material used to extend the edges of a loudspeaker cone is called.....

.....is a smooth tipped needle-like object that are used to play the recorded groove.

Wow distortion occurs when speed of tape varies from 0.5 Hz to Hz.

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

Expansion of DVD is

The base coating material of a magnetic tape is

(10 x 1 = 10 Marks)**PART - B****Answer any 5 questions. Each question carries two marks**

What do you understand by the term threshold of hearing?

What do you mean by the sensitivity of microphone? What is its SI unit?

Which are the four types of noise reduction techniques?

What are the different parts of a tape recorder?

What is the difficulty in providing dc bias for recording?

What do you mean by video compression?

Why is a DVD also called a digital versatile disc?

(5 x 2 = 10 Marks)

PART - C

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

18. Briefly explain about the sound reflection, refraction and diffraction.
19. Explain the concept of stereophony.
20. Differentiate High-pass and low-pass filters.
21. Briefly explain about the various types of loudspeakers.
22. Briefly explain the concept of multi-track sequencing.
23. Briefly explain about analog and digital mixers.
24. Briefly explain about analog video recording.
25. Write a note on MPEG.

(6 x 5 = 30 Marks)

PART - D

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

26. Explain about the various types of microphones?
27. What are the requirements of a good auditorium for pleasant listening? Give salient features of acoustical design for an auditorium?
28. Explain the principle of magnetic recording and reproduction with the help of a neat sketch.
29. Explain the differences between VCD, DVD, and blue-ray disc recorders and players.

(2 x 15 = 30 Marks)