

2B1M20011

(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BA MC Degree Examination, November 2020
BMM1B01 – Introduction to Digital Media
(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.

1. Content aggregator
2. VGA
3. hub and router
4. LAN & WAN
5. Web Portal
6. IP address
7. MIDI
8. Hardware & Software
9. Expand NIC
10. Blog
11. Compression
12. Adobe indesign
13. Search engine
14. TIFF
15. Citizen journalism

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.

16. Compare the properties of TIFF, RAW, & JPEG
17. Explain digital divide
18. Different types of operating system
19. What are the features of multimedia
20. What is Cloud Computing and Its types?
21. Different types of compression
22. What are the Characteristics of internet?
23. What are the advantages of online newspaper ?

SECTION C

Answer any two questions not exceeding 400 words. Each question carries 10 marks.

24. Explain the difference between adobe photoshop and illustrator ?
25. Explain the uses of social media sites and its impact on this generation and future generation
26. Explain Communication revolution in the world
27. Explain development history of mobile apps and its advantages

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(Pages : 2)

Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BA MC Degree Examination, November 2020
BMM1C01 – Introduction to Communication
(2020 Admission onwards)

Time: 2 hours

Max. Marks: 60

Section A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Section A is 20

1. Channel
2. Wilburn Schramm
3. Kinesics
4. Gate keeping
5. Intrapersonal communication
6. Noise.
7. Public agenda
8. Intimate stage in interpersonal communication.
9. Selective retention.
10. Encoding in communication process.
11. Narcotizing dysfunction of mass media.
12. Five Ws and IH

Section B (Short answer)

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 30

13. Write about any two elements in a communication process.
14. Differentiate between face to face communication and mediated communication
15. Explain Uses and Gratification theory with example.
16. Differentiate between Intra personal and interpersonal communication.
17. What are the characteristics of new media?
18. Write notes on
 - a. Proxemics and
 - b. Chronemics
19. Define feedback. Explain the relevance of feedback in communication process.

Section C (Essay)

Answer any one question not exceeding 400 words each question carries 10 marks

20. What are the possibilities and limitations of Group and Mass communication?
21. Explain the process of communication in detail. Elaborate each element in communication process.

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(Pages :2)

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Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
First Semester BA MC Degree Examination, November 2020
BMM1C02 – Introduction to Electronic Media
(2020 Admission onwards)

Time: 2 hours

Max. Marks: 60

Section A

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

1. Sam Pitroda.
2. FM.
3. Edwin Armstrong.
4. Akashvani.
5. Live commentary.
6. INSAT.
7. Digital Audio Broadcasting.
8. Satellite radio.
9. Rajdeep Sardesai.
10. 7 'P's in radio production.
11. Phone –in- programmes.
12. Sitcoms.

Section B (Short Answer)

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

13. Positive and negative effects of television serials.
14. Relevance of radio in educational broadcasting.
15. Community radio and its relevance.
16. Private FM.
17. Growth of television in India.
18. How multiplexes bring a revolutionary change in film exhibition? Explain.
19. Advantages of DTH over cable television.

Section C (essay)

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

20. What are the functions and dysfunctions of mass communication? Explain with reference to electronic media.
21. Explain how radio was evolved in the world. Give special reference to the technology and key personalities.

(1 x 10 = 10 Marks)