

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 3E 04—CORPORATIVE COMMUNICATION AND PR

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A (Short Answer Questions)

Answer any four out of seven.

Each question carries 2 weightage.

1. Define Volunteerism.
2. Explain Employee Relationship Manager.
3. Crisis leadership.
4. What is Brand Protection ?
5. Brand Image and Brand Identity.
6. Advocacy Marketing.
7. Lobbying.

(4 × 2 = 8 weightage)

Turn over

Part B (Short Paragraph Questions)

Answer any four out of seven.

Each question carries 3 weightage.

8. What are the disadvantages of Social Responsibility ?
9. Describe the methods used in crisis management.
10. Identify the tools of Integrated Marketing Communication.
11. Discuss the skills needed for an Investor Relations Manager ?
12. What is brand association and write tips to build a brand associations ?
13. What is PR Kit ?
14. What is a creative campaign ?

(4 × 3 = 12 weightage)

Part C (Long Essay Questions)

Answer any two out of four.

Each question carries 5 weightage.

15. Explain the principles and practices for an effective crisis leadership ?
16. 'Apple is to simple, as Nike is to performance. Brand Association sell products.' Substantiate the statement.
17. Critically examine any two successful CSR projects of Corporates in India and write how they have achieved their goal.
18. Write a short essay on technological advances and its use in corporate communication.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 3E 02—DIGITAL MEDIA STUDIES

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

Answer any of the four of the following in one or two sentences.

Each question carries 2 weightage.

1. Marshall McLuhan.
2. ICANN. .
3. W3C.
4. Antonio Gramsci.
5. Infographics.
6. Cloud computing.
7. Bi-Media.

(4 × 2 = 8 weightage)

Turn over

Part B

Write short essays on any four of the following.

Each question carries 3 weightage.

8. Can social media be considered the fifth estate ?
9. The governments in many democratic countries ban the Internet operations to curb public opinion. Do you justify it ?
10. Many movies have fairly good audience due to the male gaze effect. How do you respond to this opinion ?
11. Define uses and gratification theory.
12. Which medium would be ideal for promoting popular culture ?
13. Hyperlocal journalism is a survival strategy of the print media. Now online publication also follow this trend. Why ?
14. Write a brief note on construction of representation.

(4 × 3 = 12 weightage)

Part C

Write essays on any two of the following.

Each question carries 5 weightage.

15. Discuss the advantages and disadvantages of hypertextuality of the digital media.
16. Will social media weaken the influence and reach of the established media houses ? Justify your arguments by citing authentic data.
17. Discuss the relevance of media diversity and pluralism.
18. When controversies are intelligently planted by some vested interests in the media, no organization can reject news and views on the current controversy. Should the media follow the social norms and professional ethics in reporting such controversies ? Discuss.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 3E 01—BRIEF HISTORY OF CINEMA

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

Answer any four of the following in one or two sentences.

Each question carries 2 weightage.

1. Village Rockstars.
2. Jahnu Barua.
3. SatyajithRay.
4. Item dance.
5. Do Bigha Zamin.
6. Taare Zamin Par.
7. Sufiyum Sujathayum.

(4 × 2 = 8 weightage)

Part B

Write short essays on any four of the following.

Each question carries 3 weightage.

8. Are there any similarities between Au Hasard Balthazar and Agraharathil Kazhuthai ?
9. Jayaraj's navarasa series of films.
10. Why Rashamon is considered as one of the classic films ?
11. Write a brief note on Ingmar Bergman.

Turn over

12. What is the uniqueness of Battleship Potemkin ?
13. Italian neo-realism.
14. French new wave.

(4 × 3 = 12 weightage)

Part C

Write essays on any two of the following.

Each question carries 5 weightage.

15. Write a very brief history of Indian cinema to be published in the handbook of IFFI 2021.
16. Analyse critically the parallel cinema movement in South India.
17. Discuss the contribution of Kim Ki-duk to the world cinema
18. Write a critical note on the new generation movies in Malayalam.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 3C 02—MODELING AND CHARACTER DESIGNING

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A (Short Answer Questions)

Answer any four questions.

Each question carries 2 weightage.

1. Spline shapes.
2. Weapon modelling.
3. UV Map.
4. Frame rate.
5. Texturing.
6. Rendering.
7. Cut-out Animation.

(4 × 2 = 8 weightage)

Turn over

Part B

Answer any four questions.

Each question carries 3 weightage.

8. What is Graphical User Interface ?
9. What is Primitives ?
10. What is 3D transformation ?
11. What is polygon tools ?
12. What is Nurbs Modelling ?
13. Explain application of Maps.
14. What is prop modelling ?

(4 × 3 = 12 weightage)

Part C

Answer any two questions.

Each question carries 5 weightage.

15. Explain the application of UV layout tools.
16. Explain the features of Maya.
17. Explain the features of a character development software.
18. Explain the basic of Character modelling.

(2 × 5 = 10 weightage)

**THIRD SEMESTER M.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

Multimedia

MMM 3C 01—NEW MEDIA

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section/Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

*Answer any four of the following in one or two sentences.
Each question carries 2 weightage.*

1. "First Bell".
2. ICANN.
3. OTT.
4. "WIRED".
5. Wikipedia.
6. Data Journalism.
7. CSS Layout.

(4 × 2 = 8 weightage)

Part B

*Write short essays on any four of the following.
Each question carries 3 weightage.*

8. Review a Malayalam news portal of your choice.
9. Write a brief note on your favourite travel blog.
10. If you launch a food and beverage blog what will be its USP ?
11. What multimedia application would you suggest for the inaugural function of an international sporting event ?

Turn over

12. What style would you propose for a rich media ad about your college ?
13. What are the main features of Adobe Dreamweaver ?
14. What is Ephemeral content ?

(4 × 3 = 12 weightage)

Part C

Write essays on any two of the following.

Each question carries 5 weightage.

15. The social media is criticised for circulating fake news, hate literature and publicity materials. They are also doing service to the society. What is your personal experience with social media ? Discuss.
16. Elucidate how you create an interactive multimedia product on terrace farming.
17. Discuss the influence of new media in the layout and design of a newspaper.
18. Present a comparative analysis of table layout and div layout.

(2 × 5 = 10 weightage)