

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020****(CUCBCSS—UG)****B.A. Multimedia****JOU 4C 04—DIGITAL JOURNALISM****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## JOU 4C 04—DIGITAL JOURNALISM

(Multiple Choice Questions for SDE Candidates)

## 1. Search Engine Optimisation :

- (A) Frequency and priority of site in search.
- (B) Hosting content in search engine.
- (C) Developing a search Engine.
- (D) None of the above.

## 2. Tim Berners Lee :

- (A) World Wide Web. (B) Arpanet.
- (C) Hypertext Editing System. (D) Personal Computer.

## 3. Cyber space :

- (A) Anything associated with Internet. (B) Space for web design.
- (C) Server space. (D) None of the above.

## 4. Portals :

- (A) Gateway of Websites. (B) Portraits gallery.
- (C) A static website. (D) None of the above.

## 5. Gateway of Websites :

- (A) Portal. (B) Home page.
- (C) HTML. (D) Interface.

## 6. Webcasting :

- (A) Casting of elements for web. (B) Broadcast over internet.
- (C) Hosting of web page. (D) None of the above.

## 7. What is the correct HTML tag for inserting a line break ?

- (A) <br>. (B) <lb>.
- (C) <break>. (D) <newline>.

8. Which attribute is used to name an element uniquely ?
- (A) Class. (B) Id.  
(C) Dot. (D) All of above.
9. Which of the following is not a pair tag ?
- (A) <p>. (B) <u>.  
(C) <i>. (D) <img>.
10. There are \_\_\_\_\_ different of heading tags in HTML.
- (A) 4. (B) 5.  
(C) 6. (D) 7.
11. Which is true to change the text color to red ?
- (A) <BODY BGCOLOR=RED>. (B) <BODY TEXT=RED>.  
(C) <BODY COLOR=RED>. (D) None of the above.
12. Which of the following is used to explore the Internet ?
- (A) Browser. (B) Spreadsheet.  
(C) Clipboard. (D) Draw.
13. What is the ideal resolution of an image for web ?
- (A) 72 dpi. (B) 300 dpi.  
(C) 100 dpi. (D) 250 dpi.
14. The High Definition Television initiative came in the 1980's. The aspect ratio for HD TV is :
- (A) 4 : 3. (B) 3 : 2.  
(C) 16 : 9. (D) 9 : 4.
15. TAM is \_\_\_\_\_.
- (A) Television Audience Measurement.(B) Television Air Marketing.  
(C) Tele Air Marketing (D) Television Audio Measurement.

Turn over

16. The method of video editing which utilizes the computer environment is called \_\_\_\_\_.
- (A) Linear editing. (B) Non-Linear editing.  
(C) Assemble editing. (D) In- camera editing.
17. The first edited version of a TV programme which needs further polishing and corrections before actual broadcast is a \_\_\_\_\_.
- (A) Rough cut. (B) Match cut.  
(C) First print. (D) Rushes.
18. Microphones convert sound into \_\_\_\_\_ signals.
- (A) Electrical. (B) Mechanical.  
(C) Audio. (D) Magnetic.
19. Multimedia Authoring Software :
- (A) Adobe Director. (B) Adobe page maker.  
(C) Reduces the resolution. (D) None of the above.
20. Dealing with Colour :
- (A) Balancing Pixels. (B) Scaling Files.  
(C) Masking. (D) Contrast.

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

JOU 4C 04—DIGITAL JOURNALISM

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.*

1. Connected community of Blogs are called \_\_\_\_\_.
2. An example for analog storage media is \_\_\_\_\_.
3. \_\_\_\_\_ was the first digital computer.
4. Expand SEO.
5. The IT act was passed in India in the year \_\_\_\_\_.
6. A web user who owns or writes a blog.
7. \_\_\_\_\_ journalism is the ability to analyse and examine numbers and to know how to manage large datasets and read them correctly.
8. \_\_\_\_\_ are unwanted messages sent into the email boxes of hundreds of users.
9. \_\_\_\_\_ is the defamation by written or printed words, pictures, or in any form other than by spoken words or gestures.
10. \_\_\_\_\_ is text displayed on a computer display or other electronic devices with references to other text that the reader can immediately access.

(10 × 1 = 10 marks)

**Part B***Answer any eight questions.**Each question carries 2 marks.*

11. What are the different types of digital media ?
12. What is World Wide Web ?
13. What is a web browser ?

**Turn over**

14. What are the major disadvantages of e-governance ?
15. What are new media ?
16. What is multimedia journalism ?
17. What are the elements of a good website ?
18. What are the tools of an online reporter ?
19. What is a blog ?
20. Define media convergence.

(8 × 2 = 16 marks)

### Part C

*Answer any six questions.  
Each question carries 4 marks.*

21. Explain in detail the characteristics of digital communication.
22. Discuss in detail the features of online journalism.
23. List out the different forms of cybercrime.
24. Enlist the objectives in online content development.
25. Enlist the different online data sources used for data journalism.
26. Write a short essay on the different tools used by the data journalists.
27. Explain : a) Podcasting ; b) Vodcasting ; and c) Microblogging.
28. Discuss in detail the strengths and limitations of online journalism.
29. Discuss the I.T. Act 2000, with special focus on the provisions to curb cybercrimes.
30. Explain the term cyber ethics.

(6 × 4 = 24 marks)

### Part D

*Answer any two questions.  
Each question carries 15 marks.*

31. Describe in detail how online journalism is transforming the field of journalism.
32. Accessibility, censorship and filtering bring up many ethical issues associated with digital media. Substantiate your views with suitable examples.
33. Elaborate your views on the future of digital journalism.
34. Examine in detail the various stages associated with the data journalism.

(2 × 15 = 30 marks)

8. Which attribute is used to name an element uniquely ?
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**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020****(CUCBCSS—UG)****B.A. Multimedia****BVC 4C 02—E-CONTENT DEVELOPMENT****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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**BVC 4C 02—E-CONTENT DEVELOPMENT**  
**(Multiple Choice Questions for SDE Candidates)**

1. **Blogsphere :**
- (A) Connected Community of Blogs. (B) Collection of blogs by an Author.  
(C) Association of bloggers. (D) None of the above.
2. **A media presentation over Internet :**
- (A) Webcasting. (B) Video Conference.  
(C) Live television broadcast. (D) Offline presentation.
3. **E-Commerce :**
- (A) Online Shopping. (B) Computerization of Commerce.  
(C) Computer Trade. (D) None of the above.
4. **Interactive Media :**
- (A) Media responds to users actions. (B) Linear media.  
(C) Print Media. (D) None of the above.
5. **Webcasting :**
- (A) Casting of elements for web. (B) Broadcast over internet.  
(C) Hosting of web page. (D) None of the above.
6. **Interactivity :**
- (A) Accepts and responds to input. (B) Activity of networks.  
(C) Intranet. (D) None of the above.
7. **Hypermedia :**
- (A) Non linear medium of information.  
(B) Traditional media.  
(C) Non interactive media.  
(D) None of the above.

8. Webisodes :
- (A) An episode in Web Television. (B) A web design Tool.  
(C) A software for web programming. (D) A software for web design.
9. Protocol :
- (A) A system for web programming. (B) A system for message exchange.  
(C) Name of a server. (D) None of the above.
10. Web Content writer :
- (A) Creating content for online media. (B) Program developer.  
(C) Designer. (D) None of the above.
11. XML denotes \_\_\_\_\_.
- (A) Extensible Markup Language. (B) Embedded Markup language.  
(C) Electronic Markup Language. (D) None of the above.
12. What should be done for Search Engine Optimization ?
- (A) Frequency and priority of site in search.  
(B) Hosting content in search engine.  
(C) Developing a search Engine.  
(D) None of the above.
13. Which of the following is the unique element of new media ?
- (A) Hypertext. (B) Visuals.  
(C) Graphics. (D) Sound bytes.
14. Internet radio broadcast is otherwise called \_\_\_\_\_.
- (A) Broadcast. (B) Narrowcast.  
(C) Podcast. (D) Telecast.
15. User interface design :
- (A) Graphical representation for user. (B) Tutorial for user.  
(C) Introduction for user. (D) None of the above.

Turn over

16. A media presentation over Internet :

- (A) Webcasting. (B) Video Conference.  
(C) Live television broadcast. (D) Offline presentation.

17. New media :

- (A) Digital media. (B) Television media.  
(C) Cinematography. (D) None of the above.

18. Cyber Forensic :

- (A) Investigation of Computer crime. (B) Investigation of traffic offence.  
(C) Forensic science of investigation. (D) None of the above.

19. Embedding :

- (A) Editing. (B) Integrating.  
(C) Deleting. (D) All of these.

20. Cyber Law :

- (A) Legal notes available in Digital form.  
(B) Legal aspects of computing.  
(C) Digital documentation of legal documents.  
(D) None of the above.



**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

BVC 4C 02—E-CONTENT DEVELOPMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all questions.**Each question carries 1 marks.*

- |                    |                 |
|--------------------|-----------------|
| 1. Course mapping. | 2. ADDIE model. |
| 3. HTML.           | 4. SCORM.       |
| 5. E-content.      | 6. Multimedia.  |
| 7. Interactivity.  | 8. Story board. |
| 9. Branching.      | 10. Technology. |

(10 × 1 = 10 marks)

**Section B***Answer any eight questions.**Each question carries 2 marks.*

11. Tools for E content development.
12. Successive Approximation Method.
13. Self assessment in E content development.
14. Virtual coaching.
15. Synchronous E-contents.
16. Avatars.
17. ARCS Model.
18. Scripting for E-content.

19. Features of E content.
20. Game based learning.

(8 × 2 = 16 marks)

### Section C

*Answer any six questions.  
Each question carries 4 marks.*

21. Types of interactivity for E-content.
22. Compare any two of the popular websites based on its content ?
23. What is an instructional design ? State it with the help of any learning theories.
24. Content analysis and content chunking.
25. Explain the techniques used to organize e-content.
26. Explain the monitoring methods employed in learner assessment.
27. What are the objectives of E content ?
28. Scope and career opportunities for E- content development.
29. Explain the tools used for E-content development.
30. Scenario based learning.

(6 × 4 = 24 marks)

### Section D

*Answer any two questions.  
Each question carries 15 marks.*

31. Prepare a story board for developing an E-content based on women empowerment.
32. Learner is the primary priority for E content development. Explain.
33. Elaborate the qualities and skills required for an E content developer.
34. Discuss various presentation strategies used to deliver e-content.

(2 × 15 = 30 marks)

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020****(CUCBCSS—UG)****B.A. Multimedia****BMM 4B 07—FUNDAMENTALS OF WEB DESIGNING****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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## BMM 4B 07—FUNDAMENTALS OF WEB DESIGNING

(Multiple Choice Questions for SDE Candidates)

- Which tag inserts a line horizontally on a web page ?  
(A) <hr> (B) <line>  
(C) <line direction="horizontal"> (D) <tr>
- How can we make a numbered list ?  
(A) <dl> (B) <ol>  
(C) <list> (D) <ul>
- Which attribute is used to name an element uniquely ?  
(A) Class (B) Id  
(C) Dot (D) All of the above.
- To create HTML document we require a :  
(A) Web page editing software. (B) High powered computer.  
(C) Just a notepad can be used. (D) None of above.
- Marquee is a tag in HTML to :  
(A) Mark the list of items to maintain inqueue.  
(B) Mark the text so that it is hidden in browser.  
(C) Display text with acrolling effect.  
(D) None of above.
- HTML supports :  
(A) Ordered lists. (B) Unordered lists.  
(C) Both type of lists. (D) Does not support those types.
- A webpage displays a picture. What tag was used to display that picture ?  
(A) Picture. (B) Mage.  
(C) Img. (D) Src.





8. What does vlink attribute mean ?
- (A) Visited link. (B) Virtual link.  
(C) Very good link. (D) Active link.
9. Which of the following is not a pair tag ?
- (A) <p>. (B) <u>.  
(C) <i>. (D) <img>.
10. What is the full form of TCP/IP ?
- (A) Transmission control protocol / internet protocol.  
(B) Telephone call protocol / international protocol.  
(C) Transport control protocol / internet protocol.  
(D) None of the above.
11. Which tag is used to create body text in HTML ?
- (A) <HEAD>. (B) <TEXT>.  
(C) <TITLE>. (D) <BODY>.
12. Which tag is used to display the large font size ?
- (A) <LARGE> </LARGE>. (B) <BIG> </BIG>.  
(C) < SIZE ></SIZE>. (D) <FONT> </FONT>.
13. Which is true to change the text color to red ?
- (A) <BODY BGCOLOR=RED>. (B) <BODY TEXT=RED>.  
(C) <BODY COLOR=RED>. (D) None of the above.
14. What is an ISP ?
- (A) Internet System Protocol. (B) Internal System Program.  
(C) Internet Service Provider. (D) None of the above.

Turn over

15. Which HTML tag would be used to display power in expression  $(A + B)^2$  ?
- (A) <SUP>. (B) <SUB>.  
(C) <B>. (D) <p>.
16. What is the correct way of describing XML data ?
- (A) XML uses a DTD to describe data.  
(B) XML uses a description node to describe data.  
(C) XML uses XSL to describe the data.  
(D) XML uses a validator to describe the data.
17. Which statement is true ?
- (A) An XML document can have one root element.  
(B) An XML document can have one child element.  
(C) XML elements have to be in lower case.  
(D) All of the above.
18. Which of the following attribute can hold the JavaScript version ?
- (A) LANGUAGE. (B) SCRIPT.  
(C) VERSION. (D) None of the above.
19. Inside which HTML element do we put the JavaScript ?
- (A) <js>. (B) <scripting>.  
(C) <script>. (D) <javascript>.
20. The syntax of a blur method in a button object is \_\_\_\_\_.
- (A) Blur (.). (B) Blur (contrast).  
(C) Blur (value). (D) Blur (depth).

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

BMM 4B 07—FUNDAMENTALS OF WEB DESIGNING

(2017 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A**

*Answer all questions in one word or sentence.  
Each question carries 1 mark.*

1. What do you mean by cascading style sheet ?
2. Expand the term 'ARPANET'.
3. What do you mean by web feed ?
4. Explain the term 'E-commerce'.
5. Expand the term 'WWW'.
6. What do you mean by Ethernet ?
7. What do you mean by file sharing ?
8. Expand the term 'GIF'.
9. What do you mean by hypertext ?
10. What do you mean by an icon in a computer screen ?

(10 × 1 = 10 marks)

**Section B**

*Write short answers on any six of the following.  
Each question carries 2 marks.*

11. Write a note about <head> tag in HTML ?
12. What do you mean by domain name ?
13. What is the tag used to create paragraphs in HTML ?
14. What is the function of a modem ?

**Turn over**

15. What do you mean by a dynamic website ?
16. What do you mean by search engine ?
17. What is the purpose of HTTP protocol ?
18. Name any four selection tools in Adobe Photoshop.

(6 × 2 = 12 marks)

### Section C

*Write a paragraph each on any three of the following.  
Each question carries 6 marks.*

19. What is HTML object ?
20. Explain how to use slice tool in Photoshop for slicing web images.
21. Differentiate id and class selector in CSS.
22. Explain the components of a 'URL'.
23. Differentiate raster and vector graphics ?

(3 × 6 = 18 marks)

### Section D

*Write essay on any two of the following.  
Each question carries 10 marks*

24. Explain the services provided by internet.
25. Write a note about different types of Lists in HTML.
26. Explain the main webpage layout elements.

(2 × 10 = 20 marks)

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020****(CUCBCSS—UG)****B.A. Multimedia****BMM 4B 06—INTRODUCTION TO CINEMATOGRAPHY****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

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**BMM 4B 06—INTRODUCTION TO CINEMATOGRAPHY****(Multiple Choice Questions for SDE Candidates)****1. CRAWL :**

- (A) Superimposed titles move across on screen.
- (B) A camera movement.
- (C) An equipment.
- (D) A trolley.

**2. Dolly :**

- (A) A mechanism for camera movement.
- (B) A chair carrying actors.
- (C) A game.
- (D) None of the above.

**3. EXTREMELY LONG SHOT (XLS) :**

- (A) Very long distance from the subject or action.
- (B) Panoramic shot.
- (C) Close up shot.
- (D) None of the above.

**4. 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.

**5. Final Draft :**

- (A) Writers last rewrite of a script.
- (B) Drafting.
- (C) Fair copy.
- (D) Shooting script.

**6. Intercutting :**

- (A) At a point, two scenes will be shown a few moments each, back and forth.
- (B) Cut between shots.
- (C) Clapping.
- (D) None of the above.

## 7. JUMP CUT TO :

- (A) A transition. (B) Action.  
(C) Fight scene. (D) None of the above.

## 8. MATCH DISSOLVE TO :

- (A) Fade in  
(B) A match dissolve involves two objects of similar color, shape.  
(C) Not a transition.  
(D) None of the above.

## 9. Pan :

- (A) Camera turning on a stationary axis.  
(B) Trolley.  
(C) Close up.  
(D) None of the above.

## 10. Track shot :

- (A) Dolly. (B) Trolley.  
(C) Tripod. (D) None of the above.

## 11. Story board :

- (A) Illustrations in sequence. (B) Story about released film.  
(C) Advertorial. (D) None of the above.

## 12. Back lighting :

- (A) Light from the foreground. (B) Light behind camera.  
(C) Light behind the object. (D) None of these.

## 13. Composition :

- (A) Arrangements of camera parts.  
(B) Pleasing arrangements of elements.  
(C) Focusing.  
(D) None of the above.

14. MFD stands for \_\_\_\_\_.
- (A) Minimum Focusing Distance.
  - (B) Maximum Focusing.
  - (C) Distance Minimum Focusing Direction.
  - (D) None of the above.
15. Edison is considered the father of movie studio. His studio was known as \_\_\_\_\_
- (A) Edison Parlour .
  - (B) Film strip parlour.
  - (C) Black Maria.
  - (D) Black Edison.
16. Camera angles, continuity, cutting, close-ups and \_\_\_\_\_ are the five C's of Cinematography.
- (A) Compulsion.
  - (B) Calculation.
  - (C) Co-operation.
  - (D) Composition.
17. Film strip normally runs at a speed of \_\_\_\_\_ per second.
- (A) 24 frames.
  - (B) 25 frames.
  - (C) 30 frames.
  - (D) 16 frames.
18. Steadicam is :
- (A) A device on which camera is mounted.
  - (B) A camera fitted to the body of a person who shoots.
  - (C) A device fitted to a camera for flexible shots.
  - (D) A small camera used during shoots for publicity shoots.
19. \_\_\_\_\_ is a device which converts motion picture film image into video.
- (A) Cinetel
  - (B) Teletel.
  - (C) Teletic
  - (D) Motiantel.
20. An objective camera angle is referred to as \_\_\_\_\_
- (A) High angle
  - (B) Low angle
  - (C) Zoom-in angle
  - (D) Audience point of view



**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

BMM 4B 06—INTRODUCTION TO CINEMATOGRAPHY

(2017 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A**

*Answer all questions in one word or one sentence.*

1. What do you mean by storyboard ?
2. What is time lapse effect ?
3. Expand the term 'VGA'.
4. What do you mean by CCD ?
5. Explain the term '4K' resolution.
6. Define the term 'Luminance'.
7. What do you mean by pan shot ?
8. Define the term 'white balance'.
9. What do you mean by backlight ?
10. Expand the term 'DOP'.

(10 × 1 = 10 marks)

**Section B**

*Write short answers, on six of the following.*

11. Explain the term 'Dutch angle'.
12. Define the term 'Footage'.
13. Describe the term 'Continuity'.

**Turn over**

14. What do you mean by persistence of vision ?
15. What is off screen space ?
16. Define the term 'master shot'
17. What is the purpose of a viewfinder ?
18. What do you mean by incident lighting ?

(6 × 2 = 12 marks)

### Section C

*Write a paragraph on any three of the following.*

19. What is the purpose of an insert shot ?
20. Describe the features of high key and low key lighting.
21. What do you mean by shooting ratio ?
22. What are the uses of a viewfinder ?
23. What are the uses of a zoom lens ?

(3 × 6 = 18 marks)

### Section D

*Write essays on any two of the following.*

24. Describe, how to set up three point lighting ?
25. Explain the concept of framing. What are the common guidelines associated with proper framing ?
26. Describe the use of gels and filters in cinematography.

(2 × 10 = 20 marks)

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020****(CUCBCSS—UG)****B.A. Multimedia****A 14—BASICS OF AUDIO AND VIDEO MEDIA****(2017 Admissions)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

A 14—BASICS OF AUDIO AND VIDEO MEDIA  
(Multiple Choice Questions for SDE Candidates)

1. Sound Intensity :
  - (A) Sound power per unit area.
  - (B) Recording standard.
  - (C) High volume.
  - (D) None of the above.
2. Graphic EQ :
  - (A) Graphic equalizer.
  - (B) Graphic design.
  - (C) Graphical picture of sound wave.
  - (D) None of the above.
3. Sound is transmitted through gases, plasma, and liquids as :
  - (A) Longitudinal waves.
  - (B) Mechanical waves.
  - (C) Light waves.
  - (D) None of the above.
4. Radio is categorized as a \_\_\_\_\_ media.
  - (A) Mass Media.
  - (B) Visual Media.
  - (C) Print Media.
  - (D) None of the above.
5. Human hearing dynamic range is :
  - (A) 140 dB.
  - (B) 500 dB.
  - (C) 250 dB.
  - (D) 1000 dB.
6. A decibel is one tenth of a \_\_\_\_\_.
  - (A) Bel.
  - (B) Hz.
  - (C) Bi.
  - (D) Byte.
7. 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 \_\_\_\_\_.
  - (A) Filter.
  - (B) Transparency.
  - (C) Barn door.
  - (D) Aperture.

8. Video program is often structured for a \_\_\_\_\_ audience format.
- (A) Passive. (B) Active.  
(C) Restrictive. (D) None of the above.
9. Vector graphics :
- (A) Lines. (B) Bitmaps.  
(C) Pixel. (D) None of the above.
10. Aspect ratio :
- (A) Ratio of Width and Height. (B) Ratio of Width and depth.  
(C) Ratio of Width and diagonal. (D) None of the above.
11. Interactive media :
- (A) Responds to users action. (B) Linear media.  
(C) Print media. (D) None of the above.
12. A quality of Digital Image is measured by :
- (A) Physical size. (B) Height and width.  
(C) DPI. (D) None of the above.
13. Multimedia represents the convergence of text, sound, video and \_\_\_\_\_ into a single form.
- (A) News. (B) Pictures.  
(C) Songs. (D) All of the above.
14. What method of animation created the in-between frames when you create the start point and end point ?
- (A) Authoring. (B) Tweening.  
(C) Drawing. (D) Embed.

15. Audio console :

- (A) Audio Mixing. (B) None-linear Editing.  
(C) Broadcasting. (D) None of the above.

16. The \_\_\_\_\_ microphones use the principle of electromagnetic induction.

- (A) Dynamic Microphone. (B) Lapel.  
(C) Ribbon Microphone. (D) Short gun.

17. The background noise present in a scene of recording location is called \_\_\_\_\_.

- (A) Ambient Noise. (B) Artificial Noise.  
(C) Signal Noise. (D) None of the above.

18. In digital audio, \_\_\_\_\_ describes the number of bits of Information recorded for each sample.

- (A) Signal power. (B) Bit depth.  
(C) Ambience. (D) Acoustics.

19. Dynamic media :

- (A) Interactive Media. (B) Linear media.  
(C) Print media. (D) None of the above.

20. Digital sound :

- (A) Encoding audio signal in Digital. (B) Stereo System.  
(C) Analogue system. (D) None of the above.

**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

A 14—BASICS OF AUDIO AND VIDEO MEDIA

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

1. Microphone converts \_\_\_\_\_ signals of audio frequency into \_\_\_\_\_.
2. One musical scale is \_\_\_\_\_ octave wide.
3. Gradual fading of the continuing echo is called \_\_\_\_\_.
4. Any change in frequency, phase and amplitude of output sound as compared to the input audio signal is called \_\_\_\_\_.
5. Delay in music system is introduced to cause the effect of \_\_\_\_\_.
6. The length of the tape magnetised by one cycle of audio signal is called \_\_\_\_\_.
7. In magnetic recording, the tape has a coating of \_\_\_\_\_.
8. Expansion of MIDI is \_\_\_\_\_.
9. Stereophony gives the sense of \_\_\_\_\_ to the listeners.
10. Wow and flutter pertain to the variations in \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part B**

*Answer any five questions.  
Each question carries 2 marks.*

11. Write short notes on intensity of sound waves.
12. What is Environmental Noise ? Explain.
13. What are the characteristics of a good loudspeaker ?
14. What is meant by multi track sequencing ?

**Turn over**

15. Explain AC3 compression standard.
16. What are the advantages of a blue ray disc when compared with DVD ?
17. What is meant by the resolution of A/D converter ?

(5 × 2 = 10 marks)

**Part C**

*Answer any six questions.  
Each question carries 5 marks.*

18. Define amplitude, frequency, phase and velocity of sound wave.
19. Why do we use crossover networks in multiway loudspeaker system ? Explain.
20. What are the conditions to be fulfilled to get good acoustical properties in an auditorium.
21. Explain growth and decay of sound in enclosures.
22. What is the function of equalizers ? What are the different types of equalizers used in sound recording and reproduction processing ?
23. Explain the video compression technique H. 26.
24. Write short notes on MP3.
25. Explain the construction of carbon microphone.

(6 × 5 = 30 marks)

**Part D**

*Answer any two questions.  
Each question carries 15 marks.*

26. Explain reflection, refraction and diffraction of sound waves in detail.
27. Explain the construction and working of any one type of loudspeaker.
28. Explain the tape recording and playback mechanism with a neat block diagram.
29. Explain digital video recording in detail.

(2 × 15 = 30 marks)



**FOURTH SEMESTER B.A. (MULTIMEDIA) DEGREE EXAMINATION  
APRIL 2020**

(CUCBCSS—UG)

B.A. Multimedia

A 13—ENTREPRENEURSHIP DEVELOPMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 1 mark.*

1. An Entrepreneurs are those who are compelled to become entrepreneurs due to the pressure exerted on them by circumstances :
  - (a) Instigated Entrepreneur.
  - (b) Industrial Entrepreneur.
  - (c) Professional Entrepreneur.
  - (d) Technical Entrepreneur.
2. The Water Prevention and Control of Pollution Act enacted in :
  - (a) 1974.
  - (b) 1987.
  - (c) 1999.
  - (d) 1990.
3. \_\_\_\_\_ is marked as the first comprehensive documented statement of industrial development of India.
  - (a) Industrial policy of 1948.
  - (b) Industry Policy Resolution 1956.
  - (c) The New Industrial Policy of 1991.
  - (d) Industrial Policy of 1977.
4. \_\_\_\_\_ is a dynamic process of business development.
  - (a) Entrepreneurship development.
  - (b) Balanced Development.
  - (c) Industrial Estate.
  - (d) Business Incubation.

5. The DIC was started on :

- (a) May 8, 1998. (b) May 18, 1950.  
(c) May 8, 1978. (d) May 20, 1969.

Fill in the blanks :

6. \_\_\_\_\_ is an important and carefully planned piece of work that is intended to build or produce something new, or to deal with a problem.
7. MSME stand for \_\_\_\_\_.
8. An entrepreneur is an independent business man while an intrapreneur is \_\_\_\_\_.
9. In order to ensure the large flow of financial and non-financial assistance to small scale sector, the government of India set up the \_\_\_\_\_.
10. KITCO was set up in \_\_\_\_\_ by \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part B (Short Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What are the types of foreign collaborations ?
12. What is a Project ?
13. What is financial analysis ?
14. State the phases of EDP?
15. Write a note on DIC ?
16. Who is a drone entrepreneur ?
17. State any four qualities of entrepreneur ?
18. Who is a women entrepreneur ?
19. Who is a capitalist ?
20. What do you mean by enterprise ?

(8 × 2 = 16 marks)

8. \_\_\_\_\_ Analysis is one of the most popular techniques used for planning, scheduling, monitoring and co-ordinating projects comprising a number of activities.
- (A) Network. (B) Financial.  
(C) Techno-economic. (D) Input.
9. \_\_\_\_\_ analysis is a technique commonly used to assess expected product profitability.
- (A) PERT. (B) CPM.  
(C) BEP. (D) SWOT.
10. \_\_\_\_\_ represents the start and end of an activity.
- (A) Event. (B) Activity.  
(C) Network. (D) Slack.
11. Project appraisal is the process of estimating the costs and benefits of a project to arrive at the \_\_\_\_\_ decision.
- (A) Investment. (B) Profitability.  
(C) Liquidity. (D) None of these.
12. NPV, PI and \_\_\_\_\_ are the three discounted cash flow techniques.
- (A) ARR. (B) IRR.  
(C) NTV. (D) Urgency.
13. Under Net Terminal Value Method, reject a project if it's NTV is \_\_\_\_\_.
- (A) Higher. (B) Lower.  
(C) Negative. (D) Positive.
14. \_\_\_\_\_ is an essential document for procuring assistance from financial institutions and for fulfilling other formalities for the implementation of the project.
- (A) Feasibility. (B) Project.  
(C) Progress. (D) None.
15. \_\_\_\_\_ helps to take investment decision.
- (A) Techno-economic. (B) Technical.  
(C) Financial. (D) Pre-investment appraisal.

Turn over

16. The supplier may participate technically as well as financially in a \_\_\_\_\_ arrangement.
- (A) Technology licensing. (B) Purchase of technology.  
(C) Joint venture. (D) Indigenous technology.
17. \_\_\_\_\_ is the master report.
- (A) Feasibility report. (B) Interim report.  
(C) Project report. (D) Progress report.
18. Ability to make clear decisions on the merits of a case is called \_\_\_\_\_ skill.
- (A) Communication. (B) Decision-making.  
(C) Project development. (D) Management.
19. Which of these is not an environmental barrier to entrepreneurship ?
- (A) Lack of skilled labour. (B) Custom of people.  
(C) Lack of fund. (D) Lack of infrastructure.
20. An inner urge in an individual to do something is called \_\_\_\_\_.
- (A) Persistence. (B) Initiative.  
(C) Competency. (D) Creativity.

1. Structure of water
2. Chemical bonding in water
3. The hydrogen bond
4. Hydrogen bonding
5. Ice
6. Freezing of water
7. pH
8. Acid equilibrium
9. "pH in water"
10. pH of water
11. Chemical water treatment
12. Water quality

### Section B

Answer at least three questions  
Each question carries 5 marks  
All questions can be attempted  
Overall (Total) 25

13. What is hard water ?
14. What is temporary hardness ?

15. What is the difference between web design and web development ?
16. What are the qualities of a good website ?
17. What do you mean by growth-driven design ?
18. What do you mean by accessibility of website ?
19. Briefly explain resolution.

(5 × 5 = 25 marks)

### Section C

*Answer any one question.  
The question carries 11 marks.*

20. If you are assigned to re-design your college website what alternative designs would you propose ? Explain.
21. Elucidate the evolution of Internet and discuss the advantages of a netizen.

(1 × 11 = 11 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021****B.A. Multimedia****BMM 4 (3) C01—COMPUTER GRAPHICS AND WEB DESIGN****Time : Two Hours and a Half****Maximum : 80 Marks****Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Types of binding.
2. Types of folds.
3. Product packaging.
4. Colour correction.
5. Clone and healing brush tools.
6. Creative composition.
7. HTML table tags.
8. Text fonts.
9. Inserting audio files.
10. CSS styling.
11. Margin properties.
12. Domain names.
13. Stationery designs.
14. Photo tracing.
15. Image tags.

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Basics of UX/UI designing.
17. Page layout.
18. Basic skills of a graphic designer.
19. Web design.
20. Tags and their applications.
21. Image manipulation.
22. Adobe Illustrator.
23. Vector graphics.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are the tools used for graphic designing ?
25. Discuss the advantages of Photoshop.
26. Elucidate the basic principles of developing a website.
27. Discuss how the website of your college can be redesigned.

(2 × 10 = 20 marks)



**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021****B.A. Multimedia****BMM 4B 09—FUNDAMENTALS OF WEB DESIGNING****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BMM 4B 09—FUNDAMENTALS OF WEB DESIGNING

(Multiple Choice Questions for SDE Candidates)

1. Tags and test that are not directly displayed on the page are written in \_\_\_\_\_ section.
- (A) <html>. (B) <head>.  
(C) <title> (D) <body>
2. What should be the first tag in any HTML document ?
- (A) <head>. (B) <title>.  
(C) <html>. (D) <document>.
3. How can we make a bulleted list ?
- (A) <list>. (B) <nl>.  
(C) <ul>. (D) <ol>.
4. To create a combo box (drop down box) which tag will we use ?
- (A) <select>. (B) <list>.  
(C) <input type="dropdown">. (D) All of above.
5. The special formatting codes in HTML document used to present content are :
- (A) Tags. (B) Attributes.  
(C) Values. (D) None of above.
6. Some tags enclose the text. Those tags are known as :
- (A) Couple tags. (B) Single tags.  
(C) Double tags. (D) Pair tags.
7. When should we use path along with file name of picture in IMG tag ?
- (A) Path is optional and not necessary.  
(B) When the location of image file and html file are different ?  
(C) When image file and html file both are on same location ?  
(D) Path is always necessary when inserting image.

8. A webpage displays a picture. What tag was used to display that picture ?
- (A) Picture. (B) Mage.  
(C) img. (D) src.
9. Tags and test that are not directly displayed on the page are written in \_\_\_\_\_ Section.
- (A) <html>. (B) <head>.  
(C) <title>. (D) <body>.
10. How can we make a numbered list ?
- (A) <dl>. (B) <ol>.  
(C) <list>. (D) <ul>.
11. Which tag is used to display the numbered list ?
- (A) <OL> </OL>. (B) <DL> </DL>.  
(C) <UL> </UL>. (D) <LI> </LI>.
12. <SCRIPT> ... </SCRIPT> tag can be placed within \_\_\_\_\_.
- (A) Header. (B) Body.  
(C) Both (A) and (B). (D) None of the above.
13. A homepage is \_\_\_\_\_.
- (A) An index of encyclopedia articles.  
(B) Where all Internet data is stored.  
(C) Required for access to the Internet.  
(D) The first page of a website.
14. Which of the following are capabilities of functions in JavaScript ?
- (A) Return a value.  
(B) Accept parameters and Return a value.  
(C) Accept parameters.  
(D) None of the above.

Turn over

15. Inside which HTML element do we put the JavaScript ?
- (A) <js>. (B) <scripting>  
(C) <script>. (D) <javascript>
16. What does the <noscript> tag do?
- (A) Enclose text to be displayed by non-JavaScript browsers.  
(B) Prevents scripts on the page from executing.  
(C) Describes certain low-budget movies.  
(D) None of the above.
17. The syntax of a blur method in a button object is \_\_\_\_\_.
- (A) Blur (.). (B) Blur (contrast)  
(C) Blur (value). (D) Blur (depth).
18. <script language="javascript">  
function x()  
{  
document.write(2+5+"8");  
}  
</script>
- (A) 258. (B) Error.  
(C) 7. (D) 78.
19. Local Browser used for validations on the Web Pages uses \_\_\_\_\_.
- (A) Java. (B) CSS.  
(C) JS. (D) HTML.
20. Online Shopping.
- (A) E-Commerce. (B) Computerization of Commerce.  
(C) Computer Trade. (D) None of the above.

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

B.A. Multimedia

BMM 4B 09—FUNDAMENTALS OF WEB DESIGNING

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least eight questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

- |                    |                                 |
|--------------------|---------------------------------|
| 1. DHTML.          | 2. URL.                         |
| 3. Web browsers.   | 4. Web page layout.             |
| 5. Inputting text. | 6. CSS properties.              |
| 7. Box model.      | 8. Padding properties.          |
| 9. Tags.           | 10. World Wide Web.             |
| 11. Shock waves.   | 12. Matte painting for webpage. |

(8 × 3 = 24 marks)

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Briefly discuss the characteristics of your University website.
14. Comment on any of the exclusive websites on dance.
15. Header banner design.
16. HTML media tags.

**Turn over**

17. What is the structure of CSS ?
18. Discuss briefly the web writing styles.
19. Briefly discuss the application of photoshop in designing any one of the web pages of your college's website.

(5 × 5 = 25 marks)

### Section C

*Answer any one question.*

*The question carries 11 marks.*

20. Discuss the basic principles of designing a website of Cultural Affairs Department of the Government of Kerala.
21. Present a brief history of the Internet and the services it provides.

(1 × 11 = 11 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021****B.A. Multimedia****BMM 4B 08—INTRODUCTION TO CINEMATOGRAPHY****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

**BMM 4B 08—INTRODUCTION TO CINEMATOGRAPHY****(Multiple Choice Questions for SDE Candidates)****1. CROSSFADE :**

- (A) Fade to black then Fade to next scene.
- (B) Cross fire.
- (C) Crossing of unwanted elements.
- (D) None of the above.

**2. Director :**

- (A) Head of an institution.
- (B) Person converting a script into a movie.
- (C) Set designer.
- (D) None of the above.

**3. Dolly :**

- (A) A mechanism for camera movement.
- (B) A chair carrying actors.
- (C) A game.
- (D) None of the above.

**4. FREEZE FRAME :**

- (A) The picture stops moving, becoming a still for a period of time.
- (B) Frame of mist or ice berg.
- (C) End of a movie.
- (D) None of the above.

**5. INT :**

- (A) Scene takes place indoors.
- (B) International movie.
- (C) Interesting scene.
- (D) None of the above.

**6. Decoding :**

- (A) Convert Text to Code.
- (B) Convert code to text.
- (C) Convert to code to another code.
- (D) None of the above.



7. JUMP CUT TO :
- (A) A transition. (B) Action.  
(C) Fight scene. (D) None of the above.
8. MATCH CUT TO :
- (A) A transition often used to compare two completely unrelated objects.  
(B) Cutting film.  
(C) Removing.  
(D) None of the above.
9. MATCH DISSOLVE TO :
- (A) Fade in.  
(B) A match dissolve involves two objects of similar color, shape.  
(C) Not a transition.  
(D) None of the above.
10. Pan :
- (A) Camera turning on a stationary axis.  
(B) Trolley.  
(C) Close up.  
(D) None of the above.
11. Track shot :
- (A) Dolly. (B) Trolley.  
(C) Tripod. (D) None of the above.
12. Story board :
- (A) Illustrations in sequence.  
(B) Story about released film.  
(C) Advertorial.  
(D) None of the above.

Turn over



13. MFD stands for \_\_\_\_\_
- (A) Minimum Focusing Distance
  - (B) Maximum Focusing
  - (C) Distance Minimum Focusing Direction
  - (D) None of the above.
14. Key light \_\_\_\_\_
- (A) Principle Illuminator
  - (B) Back light.
  - (C) Soft light.
  - (D) None of the above
15. Edison is considered the father of movie studio. His studio was known as \_\_\_\_\_
- (A) Edison Parlour.
  - (B) Film strip parlour.
  - (C) Black Maria.
  - (D) Black Edison.
16. Aspect ratio :
- (A) Proportion between width and height.
  - (B) Ratio of a video frame.
  - (C) Ratio of a monitor frame.
  - (D) None of the above.
17. Film strip normally runs at a speed of \_\_\_\_\_ per second.
- (A) 24 frames.
  - (B) 25 frames.
  - (C) 30 frames.
  - (D) 16 frames.
18. A low angle shot emphasizes the \_\_\_\_\_ of the person in the shot.
- (A) Brutal character.
  - (B) Prominence.
  - (C) Idiotic nature.
  - (D) Low class status.
19. \_\_\_\_\_ is a device which converts motion picture film image into video.
- (A) Cinetal.
  - (B) Telecine.
  - (C) Telepic.
  - (D) Motiontel.
20. The horizontal movement of the camera is called \_\_\_\_\_.
- (A) Tilting.
  - (B) Zooming.
  - (C) Panning.
  - (D) Dollying.

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

B.A. Multimedia

BMM 4B 08—INTRODUCTION TO CINEMATOGRAPHY

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- |                       |                         |
|-----------------------|-------------------------|
| 1. Three point light. | 2. Camera control unit. |
| 3. Depth of focus.    | 4. Flare.               |
| 5. Composition.       | 6. Inter cuts.          |
| 7. Luminance.         | 8. Frame balance.       |
| 9. SECAM.             | 10. Online edit.        |
| 11. Back focus.       | 12. Dollying.           |

(8 × 3 = 24 marks)

**Section B***Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

1. Detail the different types of production methods.
2. Briefly explain the white balance technique.
3. Explain the principles of good composition and framing.
4. Point out the advantage of three point lighting.
5. Explain the strategies for designing visuals in a multi-camera shoot.
6. Write a note on aspect ratio.
7. What is meant by hyper focal length ?

(5 × 5 = 25 marks)

**Turn over**

**Section C**

*Answer any **one** question.*

*Each question carries 11 marks.*

1. Discuss the types and properties of lighting equipment.
2. Compare the lighting for a single camera production and a multi camera production. Explain both with the help of diagrams.

(1 × 11 = 11 marks)

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**FOURTH SEMESTER(CBCSS-UG) DEGREE EXAMINATION, APRIL 2021**

Multimedia

A 14 - EVOLUTION OF MEDIA TECHNOLOGY

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions :20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book
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## A 14 - EVOLUTION OF MEDIA TECHNOLOGY

(Multiple Choice Questions for SDE Candidates)

- In digital audio, ..... describes the number of bits of information recorded for each sample.  
A) Sample rate  
B) Bit depth  
C) Ratio  
D) Channel
- RAM is also called as  
A) Virtual memory  
B) Volatile memory  
C) Non volatile memory  
D) Cache memory
- How much data can be stored in a CD?  
A) 300 MB  
B) 400 MB  
C) 670 MB  
D) 700 MB
- Which is the face of the newspaper?  
A) Headlines  
B) Front page  
C) Edit page  
D) Masthead
- Red, Yellow and ..... are primary colours.  
A) Blue  
B) Black  
C) White  
D) Violet
- Graphic representation such as a series of illustrations or images displayed in sequence for pre visualizing a motion graphic is called .....  
A) Script  
B) Storyline  
C) Storyboard  
D) Story
- Who in 1666 developed the first circular diagram of colours?  
A) Marconi  
B) Sir Isaac Newton  
C) Robert Moray  
D) John Bradshaw
- ..... is associated with the invention of printing.  
A) Franklin  
B) Johann Gutenberg  
C) Charles Babbage  
D) Marconi



9. Which of the following denotes Internet radio broadcast?
- A) Broadcast  
B) Narrowcast  
C) Podcast  
D) Telecast
10. Multimedia reporters who are mobile with audio, video recorders and camera are often referred to as .....
- A) Mobijournos  
B) Mobile  
C) Mojoes  
D) Journos
11. The High Definition Television initiative came in the 1980's. The aspect ratio for HD TV is:
- A) 4:3  
B) 3:2  
C) 16:9  
D) 9:4
12. Which of the following file format is the default format used for Flash videos?
- A) .wma  
B) .flv  
C) .swf  
D) .hqx
13. The recordings in a magnetic tape is erased using.....
- A) echo chamber  
B) re-recorder  
C) audio tape degausser  
D) tape deck
14. .... theory of media suggests that mass media serves the basic purpose of providing entertainment, escape and release.
- A) Play  
B) Aggressive cues  
C) Reinforcement  
D) None of the above
15. Every penny must go on screen - is an expression stressing the need of good .....
- A) Script  
B) Budgeting  
C) Camera Work  
D) Editing
16. Television arrived in India in a small way in the year .....
- A) 1959  
B) 1969  
C) 1979  
D) 1949
17. Cinematography Act was passed in the year .....





**FOURTH SEMESTER(CBCSS-UG) DEGREE EXAMINATION, APRIL 2021**

Multimedia

A 13 - MEDIA MANAGEMENT

(2019 Admissions)

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes****Total No. of Questions :20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20
2. The candidate **should** check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book
4. The MCQ question paper will be supplied after the completion of the descriptive examination.



9. TRAI stands for
- A) Training rural achievement India    B) Telecom regulatory authority of India  
C) Television regulation advertising in India    D) Teaching radio act India
10. As per an industry report, total TV households in India were estimated to be 15.5 Crore at the end of year .....
- A) 2014    B) 2000  
C) 1999    D) 2012
11. It term blogosphere was re-coined in 2002 by .....
- A) Rogger    B) William Quick  
C) Zusan    D) Zukosh
12. .... is the practice of the right to use a firms business model and brand for a prescribed period of time.
- A) Remuneration    B) Advertising  
C) Franchising    D) Carting
13. Research Institute for Newspaper Development was established under the Registration of Societies Act in .....
- A) 1999    B) 1867  
C) 1956    D) 1979
14. All the trustees together are called .....
- A) Board of Trustees    B) Board of Studies  
C) Board of Group    D) Board of Govt.
15. A ..... is an autonomous association of people who voluntarily cooperate for their mutual social, economic, and cultural benefit.
- A) Cooperative    B) Cooperation  
C) Association    D) Farmers
16. IEC abbreviation .....
- A) Indian expanding code    B) Indian extreme center  
C) Import export code    D) Import export coder
17. The Maestro Concept created by .....
- A) Lydia    B) Simon Bureaus  
C) Leland Buck Ryan    D) James Bull George

18. Under the Government of India Act, ..... , cooperatives were treated as a provincial subject.

- A) 1785
- B) 1935
- C) 1946
- D) 1980

19. A human resource manager attending a local Society for Human Resource Management meeting would be functioning in which role .....

- A) Informational
- B) Leader
- C) Liaison
- D) Disseminator

20. According to Mintzbergs management roles, the ..... roles are those that involve people and other duties that are ceremonial and symbolic in nature.

- A) Informational
- B) Interpersonal
- C) Technical
- D) Decisional

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

B.A. Multimedia

BMM 3C 01 AND BMM 4C 01—COMPUTER GRAPHICS AND WEB DESIGN

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

BMM 3C 01—COMPUTER GRAPHICS

**Section A**

*Answer all questions in one word or sentence.  
Each question carries 1 mark.*

1. Example for a raster graphics software.
2. Example for a lossless image compression format.
3. What is the use of Clone tool in Photoshop ?
4. Expand CYMK colour scheme.
5. What do you mean by Vector Graphics ?

(5 × 1 = 5 marks)

**Section B**

*Write short answers on any five of the following.  
Each question carries 2 marks.*

6. Explain the terms UX/UI in designing.
7. Write a note on primary colours and its mixing.
8. Use of curves and levels in Photoshop.
9. What are TIFF files ?
10. What are the standard paper sizes ?
11. What is GIF animation ?

(5 × 2 = 10 marks)

**Section C**

*Write a paragraph on any five of the following.  
Each question carries 3 marks.*

12. What do you mean by colour correction ? Explain the process.
13. Explain in detail the various image file formats with their key features.

**Turn over**

### Section C

*Write a paragraph on any five of the following.  
Each question carries 3 marks.*

11. Write a note on popular domain names.
12. Discuss in detail the uses of Websites.
13. Explain the features of world wide web.
14. Write in detail about the various Elements of an HTML Document.
15. Explain styling in CSS.
16. Discuss about the different types of website layout.
17. Explain the basic principles involved in developing a website.

(5 × 3 = 15 marks)

### Section D

*Write essay on any one of the following.  
The question carries 10 marks.*

18. Explain the characteristics of internet. Discuss briefly about the history of internet.
19. Give an account of the structure and features of CSS.

(1 × 10 = 10 marks)

14. Differentiate between lossy and lossless image compression.
15. What are the qualities of a good graphic design ?
16. Give an account of the features of Adobe illustrator.
17. Explain how logo is connected to corporate identity of a firm.

(5 × 3 = 15 marks)

#### Section D

*Write essay on any one of the following.  
The question carries 10 marks.*

18. Discuss in detail the different uses of computer graphic design.
19. Explain the different image file formats used in Adobe Photoshop.

(1 × 10 = 10 marks)

#### BMM 4C 01—WEB DESIGN

##### Section A

*Answer all questions in one word or sentence.  
Each question carries 1 mark.*

1. Expand CSS.
2. What is a URL ?
3. Expand XML.
4. What is TCP/IP ?
5. What is a search engine ?

(5 × 1 = 5 marks)

##### Section B

*Write short answers on any five of the following.  
Each question carries 2 marks.*

6. Write a note on the different versions of HTML ?
7. Write a note on browsers
8. What is Web Content Management System ?
9. What are the qualities of a home page ?
10. What do you mean by streaming video ?

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

B.A. Multimedia

**BMM 4B 06—INTRODUCTION TO CINEMATOGRAPHY**

(2017 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A**

*Answer all questions in one word or one sentence.*

1. What do you mean by barn doors ?
2. What do you mean by depth of field ?
3. Expand the term 'ELS'.
4. What do you mean by 'f-stop' ?
5. What do you mean by a 'normal lens' ?
6. Expand the term 'FPS'.
7. What is a dissolve in transitions ?
8. What is the role of a gaffer ?
9. What do you mean by safe action line ?
10. Define 'tilt movement'.

(10 × 1 = 10 marks)

**Section B**

*Write short answers, on six of the following.*

11. What are open face lights ?
12. What do you mean by timecode ?
13. Explain the specialty of wide angle lens.
14. What do you mean by manual iris adjustment ?



15. What is the purpose of UV filter ?
16. Explain the advantages of using a jib.
17. Define composite video
18. What is the purpose of a close up shot ?

(6 × 2 = 12 marks)

### Section C

*Write a paragraph on any three of the following.*

19. What is the purpose of using the fill light ?
20. Describe the safety measures to be taken while handling lighting equipment.
21. What do you mean by a subjective camera angle ?
22. Differentiate high angle and low angle.
23. What do you mean by colour temperature ?

(3 × 6 = 18 marks)

### Section D

*Write essay on any two of the following.*

24. Define the term 'Lens'. Which are the different types of lenses ?
25. Describe the various types of camera stabilizers/supporting systems.
26. Explain the most common lighting sources :
  - a) Tungsten (or incandescent).
  - b) Quartz (tungsten-halogen).
  - c) HMI.
  - d) Fluorescent tubes.
  - e) LED.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021**

B.M.M.C.

BMM 4C 08—ADVERTISING

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.*

1. An advertisement in which part or all of the illustration or copy runs past the usual margins out to the edge of a page is called \_\_\_\_\_.
2. An advertisement appearing on the two facing pages in the center of a saddle-stitched publication is called \_\_\_\_\_.
3. A method of scheduling advertising at regular intervals over the year is called \_\_\_\_\_.
4. What do you mean by 'PSA' ?
5. Advertising that uses poster-type ads on transportation vehicles such as buses, subways, and streetcars is called \_\_\_\_\_.
6. The term 'CPM' in advertising stands for \_\_\_\_\_.
7. Study of advertisements or commercials prior to distribution via regular media channels is called \_\_\_\_\_.
8. The number of different persons or homes exposed to a specific media vehicle or schedule at least once is called \_\_\_\_\_.
9. The period of peak television set usage is called \_\_\_\_\_.
10. 'Word of mouth' communication stands for \_\_\_\_\_.

(10 × 1 = 10 marks)

**Part B***Answer any ten questions.**Each question carries 2 marks.*

11. Which are the components of the marketing mix ?
12. Differentiate coverage and frequency in advertising.

13. What do you mean by advertising impressions ?
14. What do you mean by aided recall ?
15. What is the purpose of audiometer ?
16. Define brand image.
17. Explain the term 'Integrated marketing communication'.
18. Define the concept 'lobbying'.
19. What is the purpose of a logo ?
20. What do you mean by 'institutional advertising' ?
21. Define the term 'classified advertising'.
22. What do you mean by consumer advertising ?

(10 × 2 = 20 marks)

### Part C

*Answer any five questions.  
Each question carries 6 marks.*

23. Explain the economic importance of advertising.
24. Explain the meaning of the term 'brand equity'.
25. What do you mean by client servicing ?
26. Explain the importance in preparing 'copy' in advertising.
27. What do you mean by campaign ?
28. Explain the concept 'endorsement'.
29. What do you mean by product life cycle ?
30. Explain the role of DAVP.

(5 × 6 = 30 marks)

### Part D

*Answer any two questions.  
Each question carries 10 marks.*

31. Explain the working pattern of different departments of an advertising agency.
32. Comment on the common code of ethics which has to be followed by advertising agencies.
33. Explain the different types of advertising on the basis of the media.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.A. Multimedia

BMM 4C 02—WEB DESIGN

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Python.
2. Cache.
3. PHP.
4. Java script.
5. Data base.
6. Back - end.
7. Favicon.
8. ISP.
9. PNG.
10. HTTP.
11. GIF.
12. WYSIWYG.

(8 × 3 = 24 marks)

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. What is style guide ?
14. What is UX design ?
15. What do you mean by growth - driven design ?
16. Suggest very briefly a design strategy for a special website for the visually challenged population.
17. Discuss very briefly the web protocols.
18. What are web browsers ?
19. What are the advantages of a website ?

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. If you are assigned to prepare a proposal for starting a website for terrace farming. What different menus would you suggest ? Give a very brief description of your home page.
21. What are the basic principles in developing a website ? Discuss.

(1 × 11 = 11 marks)

## FOURTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.A. Multimedia

BMM4(3)C01—COMPUTER GRAPHICS AND WEB DESIGN

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

## Section A

*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. HTML stands for \_\_\_\_\_.
2. What is the ideal resolution of an image for the web ?
3. What Magic wand tool do in photoshop ?
4. The tool that allows you to select an area of an image and then paint with that area is called \_\_\_\_\_.
5. The process of copying files of a CD is known as \_\_\_\_\_.
6. Name example for any graphic format \_\_\_\_\_.
7. Which are the secondary colours ?
8. Write the correct HTML tag to make the text bold.
9. What is the name of the location address of the hypertext documents ?
10. As far as a website is concerned, UGC stands for \_\_\_\_\_.
11. Software used for Newspaper and magazine page layout \_\_\_\_\_.
12. Forms repeated in a design are called \_\_\_\_\_.
13. What you mean by two-dimensional image ?
14. Which colour mode is usually used for the printing process ?
15. CMYK stands for \_\_\_\_\_.

(10 × 3 = 30 marks)

Turn over

**Section B**

*Answer atleast five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall ceiling 30.*

16. Explain the work area in Photoshop.
17. Explain the difference between a Layer and a Group.
18. What do you mean by multimedia ? What are the advantages and disadvantages of multimedia in communication ?
19. Explain UX and UI designing.
20. What is the major difference between Vector graphics and Raster graphics ?
21. Write a brief note on JPEG image compression.
22. Explain the methods of file compression and decompression.
23. Explain streaming audio.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What impact have digital technologies had on the graphic design industry ?
25. What are the essential things which should be followed during creating an advertising poster? Illustrate with an example ?
26. Elaborate on the features and applications of web designing.
27. Youtube as another classroom-Discuss.

(2 × 10 = 20 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022**

B.A. Multimedia

BMM4B09—FUNDAMENTALS OF WEB DESIGNING

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer atleast eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 24.*

1. Shock waves.
2. Web casting.
3. Design aesthetics.
4. Matte painting for web page.
5. User interface design.
6. U1 designing.
7. HTML elements.
8. Links with images and buttons.
9. Web protocols.
10. Special character elements.
11. Text fonts and styles.
12. Background colours and images.

(8 × 3 = 24 marks)

**Turn over**



**Section B**

*Answer atleast five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall ceiling 25.*

13. Which blogger service would you recommend for blogging ? Briefly justify your selection.
14. Comment on any one of the University websites in Kerala.
15. What are the interactive tools in Photoshop ?
16. Inserting of audio and video files.
17. Links to send e-mail messages.
18. Screen control attributes.
19. Discuss formatting text with styles.

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Discuss the various web writing styles and web presentation styles.
21. Discuss the basic principles of designing a website of non-conventional energy sources for the Government of Kerala.

(1 × 11 = 11 marks)

**FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION, APRIL 2022**

B.A. Multimedia

BMM 4B 08—INTRODUCTION TO CINEMATOGRAPHY

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer atleast eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 24.*

1. Canted shot.
2. Depth of field.
3. Filter wheel.
4. Framing.
5. Incident light.
6. Loose shot.
7. Objective Shot.
8. Safe action area.
9. Aperture priority.
10. Conversion filters.
11. Contrast.
12. Luminance.

(8 × 3 = 24 marks)

**Section B***Answer atleast five questions.**Each question carries 5 marks.**All questions can be attended.**Overall ceiling 25.*

1. "A picture is worth 1,000 words". Comment briefly.
2. Define photo story and video editing.
3. What is the need of contrast filter ? Explain.
4. Any camera is a light tight box. Explain.
5. Describe the functions of filters used in a still camera.

**Turn over**

6. Explain the method of studio lighting.
7. What is meant by multiple exposure ?

(5 × 5 = 25 marks)

### Section C

*Answer any one question.  
Each question carries 11 marks.*

1. A still camera is like the human eye. Discuss.
2. A Cameraman is a creative artist. Explain.

(1 × 11 = 11 marks)

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.A. Multimedia

BMM 3C 01 AND BMM 4C 01—COMPUTER GRAPHICS AND WEB DESIGN

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part 1 (BMM 3C 01—COMPUTER GRAPHICS)****SECTION A***Answer all questions in one word or sentence.*

1. RGB stands for.
2. Example for a multimedia authoring software.
3. Expand p.d.f.
4. Example for a page-layout software.
5. What do you mean by Raster Graphics ?

**SECTION B***Write short answers on any five of the following.*

6. Explain the term: Graphic Design.
7. What is clone-stamp tool in Photoshop ?
8. What do you mean by a bitmapped image ?
9. What are photoshop filters ?
10. What is meant by Animation ?
11. What is balance in design ?

**SECTION C***Write a paragraph on any three of the following.*

12. Explain the various tools in Photoshop toolbar.
13. Explain in detail the various image authoring softwares with their key features.

14. Differentiate between vector and raster softwares.
15. What are the skills needed for a good graphic designer ?
16. List and detail some of the major softwares used in motion graphics
17. Explain the significance of binding and folding in book publishing industry ? What are the different types of binding ?

#### SECTION D

*Write essay on any one of the following.*

18. Discuss in detail the features and tools of Adobe Illustrator.
19. Explain the various uses of Graphic design in education and communication sector.

#### Part 2 (BMM 4C 01—WEB DESIGN)

#### SECTION A

*Answer all questions in one word or sentence.*

1. Expand URL.
2. What is a IP address ?
3. Expand http ?
4. What are protocols ?
5. Expand CSS.

#### SECTION B

*Write short answers on any five of the following.*

6. What are the qualities of a good website ?
7. Write a note on Browsers.
8. What is meant by search engine optimisation ?
9. What are RSS feeds ?
10. What do you mean by interactive design ?
11. What are the different Web protocols.

## SECTION C

*Write a paragraph on any three of the following.*

12. What is the commercial importance of streaming media ?
13. Explain the features of web 2.0.
14. Explain the various tools used in Website development.
15. Explain the features of a web application.
16. Explain the use of Adobe Photoshop in user interface design of a website.
17. Write a detailed note on client-server model of web design.

## SECTION D

*Write essay on any one of the following.*

18. Explain the various HTML tags and their applications with suitable examples.
19. Give an account of the significance of Websites in the education sector.

## FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION

APRIL 2022

B.A. Multimedia

BMM 4B 07—FUNDAMENTALS OF WEB DESIGNING

(2017—2018 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Part A***Answer the following in a word or a sentence.**Each question carries 1 mark.*

- |                  |                  |
|------------------|------------------|
| 1. ICANN.        | 2. W.W.W.        |
| 3. URL.          | 4. HTML.         |
| 5. Home page.    | 6. Buttons.      |
| 7. Web protocol. | 8. Domain names. |
| 9. WhatsApp.     | 10. Twitter.     |

(10 × 1 = 10 marks)

**Part B***Write short notes on any six of the following.**Each question carries 2 marks.*

- |                                |                      |
|--------------------------------|----------------------|
| 11. Headers tags.              | 12. Body tags.       |
| 13. Screen control attributes. | 14. Adobe Photoshop. |
| 15. Lists and tables.          | 16. Infographics.    |
| 17. CSS box model.             | 18. Web browsers.    |

(6 × 2 = 12 marks)

**Turn over**

**Part C**

*Write short essays on any three of the following.  
Each question carries 6 marks.*

19. Screen-chunk and scroll-down texts.
20. Web writing styles.
21. CSS properties.
22. Matte painting for web page.
23. Elements of an HTML document.

(3 × 6 = 18 marks)

**Part D**

*Write essays on any two of the following.  
Each question carries 10 marks.*

24. Define internet and briefly narrate its history.
25. Analyse critically any one of the websites of your choice.
26. If you are asked to re-design the website of your college what will be your priorities ? Explain in detail.

(2 × 10 = 20 marks)



**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

**B.A. Multimedia**

**BMM 4B 06—INTRODUCTION TO CINEMATOGRAPHY**

**(2017—2018 Admissions)**

**Time : Three Hours**

**Maximum : 60 Marks**

**Part A**

*Answer the following in a word or a sentence.*

*Each question carries 1 mark.*

1. Deep focus.
2. Shallow focus.
3. Master shot.
4. PoV shot.
5. HD.
6. HDMI.
7. SFX
8. BGM.
9. CCU.
10. Camcoder.

**(10 × 1 = 10 marks)**

**Part B**

*Write short notes on any six of the following.*

*Each question carries 2 marks.*

11. Shot composition.
12. Dolly and crane shots.
13. Cut-away shots.

14. Retakes.
15. Exposure.
16. Continuity.
17. Scene and sequence.
18. Aperture.

(6 × 2 = 12 marks)

### Part C

*Write short essays on any three of the following.  
Each question carries 6 marks.*

19. Rule of thirds.
20. White balance.
21. Filters.
22. Light positions.
23. Ambience.

(3 × 6 = 18 marks)

### Part D

*Write essays on any two of the following.  
Each question carries 10 marks.*

24. Explain the five C's of cinematography.
25. Elucidate the different camera angles and shot sizes.
26. What are the different types of camera lenses ? Explain the functions of each.

(2 × 10 = 20 marks)