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

BVC

BVC 4C 02—E-CONTENT DEVELOPMENT (Complementary II)

(2017 Admissions)

Time : Three Hours
Maximum : 80 Marks

Section A

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

1. Video blog :
   - a) Video Communication.
   - b) Web Television.
   - c) Video Documentary.
   - d) Video Magazine.

2. Online Shopping :
   - a) E-Commerce.
   - b) Computerization of Commerce.
   - c) Computer Trade.
   - d) None of the above.

3. A media presentation over Internet :
   - a) Webcasting.
   - b) Video Conference.
   - c) Live television broadcast.
   - d) Offline presentation.

4. Interactive Media :
   - a) Media responds to users' actions.
   - b) Linear media.
   - c) Print Media.
   - d) None of the above.

5. HTTP :
   - a) Hypermedia text transfer protocol.
   - b) Hypertext Transfer protocol.
   - c) HTML testing programme.
   - d) None of the above.

6. What is the name of the popular software used for creating E-Content ?
   - a) Captative.
   - b) Premier.
   - c) Page maker.
   - d) Maya.

7. Which of the following is the unique element of new media ?
   - a) Hypertext.
   - b) Visuals.
   - c) Graphics.
   - d) Sound bytes.

Turn over

8. What is the ideal resolution of an image for web ?

   a) 72 dpi.

   b) 300 dpi.

   c) 100 dpi.

   d) 250 dpi.

9. Intranet :

   a) Computer Network within an Organization.

   b) Wide area Network.

   c) Portal.

   d) None of the above.

10. Interactive controlled structure :

   a) Navigation Controlled by the code.

   b) Navigation Controlled by the user.

   c) Navigation Controlled by timer.

   d) None of the above.

(10 × 1 = 10 marks)

Section B (Short Answers)

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

11. E-Governance.

12. Instructional Design.

13. Self-paced learning.

14. Define ADDIE.

15. Learning Objectives.

16. Define AICC.

17. Synchronous e-learning.

18. Cognitive overload.

19. Feedback.

20. Virtual coaching.

(8 × 2 = 16 marks)

Section C (Paragraph)

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

21. Advantages and Disadvantages of Virtual Classroom.

22. Bloom's taxonomy of cognitive development.

23. Create a storyboard of 12 panels for creating any learning content for school kids.

24. Write a paragraph on ARCS model.

25. Strengths and weakness of Constructivism as a Learning theory.

26. Why Learners need analysis ?

27. How to use Interactivity as a powerful tool for e-content development ?

28. What is the importance of content chunking in E-content development ?

29. Make a detailed note on the scope of E-Content in the field of marketing.

30. Elaborate the basic steps involved in the development of an e-content with an example.

(6 × 4 = 24 marks)

Section D (Essay)

Answer any two questions.
Each question carries 15 marks.

31. Who are SMEs ? What are the challenges you will face when you are working with SMEs ?

32. Make an essay on the role of E-learning in this pandemic situation.

33. Write an essay on successive approximation model (SAM) used by instructional designers and content developers to create instructional course materials and compare it with ADDIE model.

34. Write an essay on different Presentation strategies.

(2 × 15 = 30 marks)

(Pages : 2)

Name......................................

Reg. No................................

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.V.C

BVC 4B 05—FUNDAMENTALS OF CINEMATOGRAPHY

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions. Each question carries 1 mark :

1 Unit of illuminance is ———.

2 Colour temperature of mid day light is ——— *k.*

3 The Cinematographer of Film 'Birdman' is ———.

4 Full form of ASC is ———.

5 Expansion of PAR is ———.

6 DIT is ———.

7 ——— mm. lens is considered as normal lens for a 35 mm. camera.

8 Normal shutter angle of a movie camera is degrees.

9 CTB in light gels stands for ———.

10 ——— invented Greyscale

(10 × 1 = 10 marks)

II. Answer any *eight* questions, each in about 60 words. Each question carries 2 marks :

11 Parallax error.

12 Focal distance.

13 Fish eye lenses.

14 LED lights.

15 Frame rates.

16 Hard light and Soft light.

17 Reflected light metering.

18 Rule of thirds.

19 Explain two-shot.

20 Santhosh Sivan Asc, Isc

III. Answer any *six* questions, each in about 120 words. Each question carries 4 marks :

21 4K recording.

22 Prime lenses versus zoom lenses.

23 Colour temperature.

24 Discuss Aspect ratios and its relevance in filmmaking.

25 What is depth of field ? How it is applied creatively ?

26 Describe the way you set white balance in a video camera.

27 What are the visual impacts of zooming in and tracking in during a shot ?

28 What are the visual changes you have noticed when ISO settings are changed ?

29 Describe lighting continuity.

30 Concept of source lighting.

(6 × 4 = 24 marks)

IV. Write essays on any *two* of the following. Each question carries 15 marks :

31 Discuss in detail the use of warm colours and cold colours in cinematography and its psychological impact on viewer.

32 Importance of lighting in story telling—discuss.

33 Discuss various rules of compositions and its importance in storytelling.

34 Write about 5 C's of cinematography.

(2 × 15 = 30 marks)

(Pages : 2) Name..

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FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.V.C.

BVC 4C 02—E-CONTENT DEVELOPMENT (COMPLEMENTARY—II)

Time : Two Hours 　　　　　　　　　　　　　　　　　　Maximum : 60 Marks

Section A (Short Answer)

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

1. Social media.
2. Subject matter experts.
3. Storyboards.
4. Self-paced learning.
5. Hypertext.
6. Multimedia presentation.
7. Point and click.
8. Course map.
9. Cognitive overload.
10. Avatars.
11. Internet.
12. Types of feedback.

(8 × 3 = 24 marks)

Section B (Paragraph)

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

13. Write about game based learning.
14. Role of multimedia elements in E content development.
15. Compare ADDIE and. SAM
16. What is Instructional Design ?
17. What is interactivity and its role in e-content development ?

Turn over

18. Write a paragraph on SCORM.

19. What is Synchronous e-learning ?

(5 × 5 = 25 marks)

Section C (Essay)

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

20. Write an essay on Bloom's taxonomy for the cognitive domain.

21. Explain the different steps involved in the development of E-content.

(1 × 11 = 11 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.V.C.

BVC 4C 01—RADIO PRODUCTION (Complementary I)

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. SW Transmissions.

2. Lead in.

3. Signature tune.

4. Educational Radio.

5. AM radio.

6. Promo.

7. Jingle.

8. HD radio.

9. Bandwidth

10. Voice over.

11. Podcast.

12. Playlist.

(8 × 3 = 24 marks)

Turn over

Section B

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

13. Write a note on Radio documentaries.

14. Three modes of transmissions : AM, SW and FM

15. Explain radio drama.

16. What do you understand by Public Trust Broadcasting ?

17. Discuss the stages of Radio Production.

18. Write a note on the different types of Microphones.

19. What is the role of news anchor ?

(5 × 5 = 25 marks)

Section C

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

20. Discuss the history of radio in India

21. Radio as a medium of mass communication in todays context.

(1 × 11 = 11 marks)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.V.C.

BVC 4B 05—FUNDAMENTALS OF CINEMATOGRAPHY

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. Megapixels.

2. Luminance.

3. Focal length.

4. Rule of thirds.

5. Secondary colours.

6. Reflectors.

7. Foot candles.

8. Polarizing filters.

9. Depth of field.

10. Pinhole cameras.

11. Chroma key.

12. Telephoto lens.

13. Variable focal length lenses.

14. Gaffer.

15. ASC.

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.

16. What are the characteristics of light ?

17. Differentiate high key and low key lighting.

18. Explain the importance of using a light meter while shooting.

19. Differentiate the visual impact of zooming and tracking in during a shot.

20. Explain camera angles.

21. Hard light and Soft light.

22. Explain Focal length and how to choose correct focal length.

23. Differentiate SD and HD.

(5 × 6 = 30 marks)

Section C

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

24. Explain in detail about camera control unit.

25. Discuss various rules of compositions and its importance on film.

26. Importance of lighting in story telling—Discuss.

27. Explain various video signals and its components.

(2 × 10 = 20 marks)

(Pages : 3)

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022

B.V.C.

BVC 4C 02—E-CONTENT DEVELOPMENT (Complementary II)

(2019 Admission onwards)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes	**Total No. of Questions : 15**	**Maximum : 15 Marks**

INSTRUCTIONS TO THE CANDIDATE

1. This Question Paper carries Multiple Choice Questions from 1 to 15.

2. The candidate should check that the question paper supplied to him/her contains all the 15 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.

BVC 4C 02—E-CONTENT DEVELOPMENT (Complementary II)

(Multiple Choice Questions for SDE Candidates)

1. Video blog :

    (A) Video Communication.   (B) Web Television.

    (C) Video Documentary.   (D) Video Magazine.

2. Online Shopping :

    (A) E-Commerce.   (B) Computerization of Commerce.

    (C) Computer Trade.   (D) None of the above.

3. Online encyclopedia :

    (A) Wikipedia.   (B) Mathrubhumi.com.

    (C) University site.   (D) None of the above.

4. Social web site :

    (A) Wikileakes.   (B) Wikipedia.

    (C) Face Book.   (D) Yahoo.

5. Interactivity :

    (A) Accepts and responds to input. (B) Activity of networks.

    (C) Intranet.   (D) None of the above.

6. Web Content writer :

    (A) Creating content for online media. (B) Program developer.

    (C) Designer.   (D) None of the above.

7. 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.

8. Internet radio broadcast is otherwise called ———————.

    (A) Broadcast.

    (B) Narrowcast.

    (C) Podcast.

    (D) Telecast.

9. User interface design :

    (A) Graphical representation for user.

    (B) Tutorial for user.

    (C) Introduction for user.

    (D) None of the above.

10. A media presentation over Internet :

    (A) Webcasting.

    (B) Video Conference.

    (C) Live television broadcast.

    (D) Offline presentation.

11. Interactivity :

    (A) Accepts and responds to input.

    (B) Activity of networks.

    (C) Intranet.

    (D) None of the above.

12. Video blog :

    (A) Video Communication.

    (B) Web Television.

    (C) Video Documentary.

    (D) Video Magazine.

13. Embedding :

    (A) Editing.

    (B) Integrating.

    (C) Deleting.

    (D) All of These.

14. Web Content writer :

    (A) Creating content for online media.

    (B) Program developer.

    (C) Designer.

    (D) None of the above.

15. User Interface design :

    (A) Composition of a web page.

    (B) A term for book design.

    (C) For efficient interaction.

    (D) Programming design.

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022

B.V.C.

BVC 4C 02—E-CONTENT DEVELOPMENT (Complementary II)

(2019 Admission onwards)

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. E-content.

2. Iterative design in SAM model.

3. Interactivity.

4. Content analysis.

5. Hypermedia.

6. Content chunking.

7. Drag and drop.

8. Learning management system.

9. Asynchronous E-learning.

10. Virtual coaches.

11. Instructional design.

12. Assessments.

(8 × 3 = 24 marks)

Turn over

Section B (Paragraph)

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

13. Write about scenario based learning.

14. Behaviorism in Learning theories.

15. Draw the pyramid of Bloom's taxonomy.

16. Purpose of writing the Learning Objectives ?

17. Why does the learner need analysis in E-content development ?

18. What are the challenges that you will face when you are working with SMEs ?

19. Make a paragraph on the types of feedback systems in E-content development.

(5 × 5 = 25 marks)

Section C (Essay)

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

20. Write an essay on ADDIE model in instructional design.

21. Explain the different methods for engaging the learners.

(1 × 11 = 11 marks)

C 21584 (Pages : 2) Name...

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

B.V.C.

BVC4C01—RADIO PRODUCTION (COMPLEMENTARY—I)

(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. Digital Audio Broadcasting.

2. FM Radio.

3. Educational Radio.

4. Voice over.

5. Gyan Vani.

6. Vividh Bharati.

7. Radio drama.

8. Phantom power.

9. Prime time.

10. Running commentary.

11. Sky wave.

12. Phone in.

(8 × 3 = 24 marks)

Turn over

Section B

13. Write a note on the different types of Microphones.

14. Write a note on the significance of Community Radio.

15. Explain the functioning of a news room in a radio station.

16. Explain the role and purpose of radio interviews.

17. Write a note on radio documentaries.

18. Discuss advantages and disadvantages of radio advertising.

19. Narrate on the popular radio programmes in Malayalam.

(5 × 5 = 25 marks)

Section C

20. Analyse the different Radio formats.

21. Narrate the basic principles of writing for Radio.

(1 × 11 = 11 marks)

(Pages : 2)

Name.....................................

Reg. No................................

FOURTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2022

B.V.C.

BVC 4B 05—FUNDAMENTALS OF CINEMATOGRAPHY

(2019 Admission onwards)

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. Pin hole cameras.

2. Leading lines.

3. 18 percent grey.

4. HDMI.

5. Soft boxes.

6. Ambient light.

7. Polarising filters.

8. Explain two shot.

9. Circle of confusion.

10. Focal length.

11. Gaffer.

12. Rule of thirds.

13.. Grey scale.

14. Depth of field.

15. Silhouette.

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Explain the rule of 180 degrees.

17. 4K recording.

18. Write about light meters.

19. Prime lenses versus zoom lenses.

20. Differentiate HD and SD.

21. Write a note on white balance in cinematography.

22. Warm colours *Vs* cool colours.

23. Complementary colours.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Explain the fundamentals of lighting in cinematography.

25. Discuss various rules of compositions and its importance on film.

26. Explain various video signals and its components.

27. Write an essay on five C's of Cinematography.

(2 × 10 = 20 marks)

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022

B.V.C.

VCM 4C 07—E-CONTENT DEVELOPMENT

(2014—2016 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

I. Answer *all* the questions :

1   A teacher is able to teach a class from a remote location through a digital medium is known as —————————.

2   The lowest level in Blooms' pyramid is —————————.

3   HTTP stands for —————————.

4   ————————— is the Media which responds to users actions.

5   ————————— is an example of a Social media.

6   SCORM communicates using ————————— programming language.

7   "Hot spot" is a method of ————————— offered by Adobe Captivate.

8   Give an example of eLearning based educational institutions.

9   When compared with LMS, LCMS provide a/an —————————.

10 ————————— is a situation where the teacher gives too much information or too many tasks to learners simultaneously resulting in the learner being unable to process this.

(10 × 1 = 10 marks)

Part B

II. Write shot notes on all *eight* questions :

11   Social media.

12   Virtual class room.

13   Instructional strategy.

14 Subject matter experts.

15 Problem-based learning.

16 Storyboards.

17 Adobe Captivate.

18 Self paced learning.

(8 × 2 = 16 marks)

Part C

III. Write any *six* out of nine question :

19 ADDIE model in E-content development.

20 Role of E-commerce in the field of marketing.

21 Feedback in E-Content development.

22 What are the ways to avoid the cognitive overload ?

23 Different methods of e-content delivering.

24 Make a note on Behaviourism in learning theories.

25 Importance of learning objectives in e-content development.

26 What are avatars in e learning and how can it help in e-learning ?

27 How multimedia helps in e-content development process ?

(6 × 4 = 24 marks)

Part D

IV. Write essays on any *two* of the following :

28 Elaborate with examples on the pros and cons of E-Learning in the field of Education.

29 Make an essay on the Scope and carrier opportunities in E content development.

30 Make an essay on the types of assessments in e-content development.

31 Write detailed note on following : LMS, LCMS, SCORM and AICC.

(2 × 15 = 30 marks)