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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS–UG)

B.V.C.

BVC 6B 16—RADIO PRODUCTION

(2019 Admissions)

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. Jingle.

2. HD radio.

3. Bandwidth.

4. Promo.

5. Playlist.

6. Log.

7. Console.

8. Tease.

9. AM.

10. Jagadish Chandra Bose.

11. Phone in.

12. MP3.

13. Sky wave.

14. Gyanvani.

15. Radio drama.

Section B

Answer atleast **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.

16. Explain phantom power.

17. Write a note on community radio.

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

19. Role of an announcer in radio.

20. Write about Radio magazine.

21. Explain the concept Vox Pop.

22. Discuss the relevance of Radio Interviews.

23. Briefly write about HAM.

(5 × 6 = 30 marks)

Section C

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

24. Discuss the history of radio broadcasting in India.

25. Evaluate the writing techniques to be followed for radio programmes.

26. Analyse the different Radio formats.

27. Evaluate the scope of radio as a medium for public service.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.V.C.

BVC 6B 15—NEW MEDIA

(2019 Admissions)

Time : Two Hours and a Half — Maximum : 80 Marks

Section A (Short Answer)

*Answer at least **ten** questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. Encryption.
2. Digital divide.
3. Mojo.
4. Mashups.
5. Buzz marketing.
6. Keyword.
7. Typer faces.
8. Morphing.
9. IPTV.
10. Free software.
11. Spiders.
12. VOIP.
13. Vlog.
14. Splash page.
15. Hacking.

(10 × 3 = 30 marks)

Section B

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

16. Trace the history of www.

17. What is data diddling ?

Turn over

18. Discuss salient features of new media communication.

19. Which are the news determinants in cyberspace.

20. Explain the scope and potential of blogs.

21. What is meant by 'user generated content ?

22. Explain the process of podcasting ?

23. Explain the process of multimedia storytelling.

(5 × 6 = 30 marks)

Section C

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

24. New information and communication technology have changed the media scenario - Explain with examples.

25. Explain the characteristics of new media as a medium of communication.

26. Comment on the scope of new media for political campaign.

27. Elucidate the ethical issues in new media communication.

(2 × 10 = 20 marks)

SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.V.C.

BVC 6B 13—DESIGN INDUSTRY CONVERGENCE

(2019 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Section A (Short Answers)

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. What is Installation art ?

2. Explain Virtual reality.

3. E-Zine.

4. Style guide.

5. Moodboards.

6. GIF.

7. Webinar.

8. Complementary colour scheme.

9. Brain storming.

10. Body copy.

11. Prototype.

12. Palette.

13. Triadic colour scheme.

14. Chiaroscuro.

15. Rule of thirds.

(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 is media convergence ?

17. Explain Design Ergonomics.

18. Write about the importance of aesthetics in interior design.

19. Graphic design is a communication tool-Elucidate.

20. What is key light ?

21. Brief about green design concept.

22. Explain the duties and responsibilities of an event designer.

23. What is colour wheel ? Explain its significance in design parlance .

(5 × 6 = 30 marks)

Section C

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

24. Explain the factors considered in successful product design ?

25. Explain various similar tools applied in film animation and gaming.

26. Write about latest trends in gaming industry ?

27. What is the work profile of a production designer and how it differs from an art director.

(2 × 10 = 20 marks)

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SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022

(CBCSS—UG)

B.V.C.

BVC 6B 12—MEDIA DESIGN—II
(ANIMATION AND VISUAL EFFECTS)

(2019 Admissions)

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. Define Multimedia.

2. Non-Linear Multimedia.

3. Capture devices.

4. RTF (Rich Text Format).

5. Stereoscopic vision.

6. 3D Design.

7. Near clip.

8. Global illumination.

9. Ambient occlusion.

10. Shading.

11. Aerial perspective.

12. Animatics.

(8 × 3 = 24 marks)

Turn over

Section B

13. What are multi-media systems? Explain the characteristics of a Multimedia System.

14. Explain the desirable Features for a Multimedia System.

15. Make a detailed note on the role of Storyboard in a multimedia content creation.

16. Explain the features of following:

    (a) Lambert.

    (b) Directional light.

17. What are rigid body dynamics?

18. Briefly explain the user interface of Maya.

19. Explain the following:

    (a) Secondary action.

    (b) Character personality.

(5 × 5 = 25 marks)

Section C

20. Detail the developing methods of a multimedia project.

21. Write an essay on the Elements of Multimedia.

(1 × 11 = 11 marks)

SIXTH SEMESTER (CUCBCSS–UG) DEGREE EXAMINATION, MARCH 2022

B.V.C.

BVC 6B 15—ADVERTISING—II (MEDIA MANAGEMENT)

(2017, 2018 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　　　　　　　Maximum : 80 Marks

Part I

Answer all questions.
Each question carries 1 mark.

1. Endorsement.

2. FMCG.

3. Call sheet.

4. Green advertising.

5. USP.

6. Demographics.

7. Jingle.

8. Informercial.

9. Brand Management.

10. IMC.

(10 × 1 = 10 marks)

Part II

*Answer any **eight** of the following questions.*
Each question carries 2 marks.

11. Campaign.

12. Delegation.

13. Account executives.

14. Media entrepreneurship.

15. Publicity.

16. Auditions.

17. Tagline.

18. Ethical codes.

19. Ad design.

20. Mob sourcing.

(8 × 2 = 16 marks)

Part III

Answer any **six** *of the following.*
Each question carries 4 marks.

21. Explain the role of media planner.

22. Explain the setting of media budget.

23. Comment on watchdog and lapdog.

24. Discuss about the ethical codes in the advertising industry.

25. What are the essential qualities of a media manager ?

26. Write a note on viewership measurement system.

27. Narrate on market mix.

28. What is meant by advertising management ?

29. Write a note on copyright laws in India.

30. Write about the process of decision making.

(6 × 4 = 24 marks)

Part IV

Answer any **two** *of the following questions.*
Each question carries 15 marks.

31. Describe the set of an advertising agency.

32. Write about the basic concepts of Integrated Market Communication.

33. Describe the process of campaign planning.

34. Discuss the issues involved in managing an advertising agency.

(2 × 15 = 30 marks)

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SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

B.V.C.

BVC 6B 14—NEW MEDIA

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.
Each question carries 1 mark.

1. Domain Name.

2. PHP.

3. Spam.

4. URL.

5. VOIP.

6. Interface.

7. Hacking.

8. Modem.

9. Key word.

10. Browser.

(10 × 1 = 10 marks)

Part II

Answer any eight of the following questions.
Each question carries 2 marks.

11. Crowdsourcing.

12. Mojo.

13. Mashups.

14. Splash page.

15. Linux.

16. Pop up ad.

17. Encryption.

18. Digital divide.

19. Define cyber security.

20. Buzz marketing.

<div align="right">(8 × 2 = 16 marks)</div>

Part III

Answer any **six** *of the following.*
Each question carries 4 marks.

21. Distinguish between LAN and WAN on the basis of architecture and geographical area of coverage.

22. Explain the process of multimedia story telling.

23. Elucidate the basic principles of writing on the web.

24. Trace the history of www.

25. Argue the importance of layout in online editing.

26. Discuss the salient features of new media communication.

27. How web blog is different from website ?

28. How do you create a website ? What is the procedure ?

29. What is social media ?

30. What is data diddling ?

<div align="right">(6 × 4 = 24 marks)</div>

Part IV

Answer any **two** *of the following questions.*
Each question carries 15 marks.

31. Comment on the scope of new media for political campaign.

32. Elucidate the ethical issues in new media communication.

33. Compare online journalism with TV journalism and print journalism.

34. Elaborate the principles and challenges of online editing.

<div align="right">(2 × 15 = 30 marks)</div>

SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022

B.V.C.

BVC 6B 13—MEDIA DESIGN—II
(ANIMATION AND VISUAL EFFECTS)

(2017, 2018 Admissions)

Time : Three Hours   Maximum : 80 Marks

Part A

Answer all *questions.*

1. ——————— a curve is the easiest way to create surfaces with radially symmetrical forms.

    (a) Revolve.   (b) Extrude.

    (c) Bevel.   (d) Boolean.

2. Which was the first feature-length 3D animated movie ?

    (a) Toy Story.   (b) Jungle Book.

    (c) The Shrek.   (d) Ice Age.

3. Which one of the following belongs to a 3D designing software ?

    (a) Flash.   (b) Premiere Pro.

    (c) Photoshop.   (d) AutoCAD.

4. ——————— allow you to edit and key the values of a specific object.

    (a) Layer box.   (b) Channel box.

    (c) Shelf.   (d) Range slider.

5. TIFF stands for ———————.

6. Which one of the phenomena related to animation ?

    (a) Superimposition of light.   (b) Tyndall effect.

    (c) Persistence of vision.   (d) Dispersion.

Turn over

7. A——— is a specific position in 3D space that is used as a reference for the transformations of objects. JPEG stands for ———.

    (a) Origin.

    (b) Pivot point.

    (c) Face normal.

    (d) UV co-ordinates.

8. ——— creates a new face in the same position as the previously selected one.

    (a) Extrude.

    (b) Bevel.

    (c) Merge.

    (d) Combine.

9. Who coined the term "multimedia" ?

    (a) McGraw-Hill.

    (b) Andrew Dixx.

    (c) Bob Goldstein

    (d) D.W Griffith.

10. ——— is like stretching a canvas over a series of contour curves.

    (a) Lofting.

    (b) Plannar.

    (c) Revolve.

    (d) Extrude.

(10 × 1 = 10 marks)

Part B (Short answer)

*Answer any **eight** questions.*

11. Non-Linear Multimedia.

12. Multi-media systems.

13. Pixel dimension.

14. Storyboard.

15. Ray tracing.

16. Global illumination.

17. Image-based lighting.

18. Texturing.

19. Smooth bind.

20. Particle emitters.

(8 × 2 = 16 marks)

Part C (Paragraph)

Answer any **six** *questions.*

21. What are the Key Issues of Multimedia Systems ?

22. Detail the Key features of Lambert, Blin, and Phong shaders in MAYA.

23. Make a short note on the different components of a Multimedia System

24. What are Dynamics in 3D animation ?

25. Briefly explain the Rigid body features.

26. Briefly explain the multimedia project developing methods.

27. Explain the Maya user interface.

28. Briefly explain the different fields that affect the particles in Maya dynamics.

29. Compare between Bump map, normal map, and Displacement map

30. What are Animation principles ?

(4 × 6 = 24 marks)

Part D (Essay)

Answer any **two** *questions.*

31. Make a detailed note on the Production pipeline of an Animation shot.

32. Write an essay on the significance of Visual effects in filmmaking.

33. Explain different UV projection methods in Maya texturing.

34. Elaborate the Applications of Multimedia.

(2 × 15 = 30 marks)