

Reg. No. :

Name :

**Second Semester B.A. Degree Examination, July 2017
(Career Related First Degree Programme under CBCSS)
Group 2(a)
Journalism, Mass Communication and Video Production
Core Course - III
JC 1241 : INTRODUCTION TO ENVIRONMENTAL STUDIES
(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION - A
(Very Short Answer Type)**

Answer all questions (one word or one sentence) mark 1 each.

1. Name an ozone depleting substance.
2. When is the World Environmental Day observed annually ?
3. Name the disease caused by mercury poisoning in Japan.
4. Define environment.
5. Name any two green house gases.
6. Define an ecosystem.
7. What is environmental conservation ?
8. Give two examples of renewable energy sources.
9. What is a natural resource ?
10. What is Carcinogen ?

(10×1=10 Marks)



SECTION - B

(Short Answer Type)

Answer any 8 questions, marks 2 each.

11. Differentiate hazard and disaster.
12. What is thermal pollution ?
13. What is an ecological pyramid ?
14. What is global warming ?
15. What are the effects of ozone layer depletion ?
16. What is Climate Change ?
17. What is meant by sustainable development ?
18. Differentiate food chain and food web.
19. What are the three R's of Waste Management ?
20. Define pollution and give the different types of pollution.
21. What is green house effect ?
22. What is rain water harvesting ?

(8×2=16 Marks)

SECTION - C

(Short Essay Type Not to Exceed 120 Words)

Answer any 6 questions, marks 4 each.

23. How the environmental problems are related to population growth ?
24. Name four segments of environment and explain them in brief.
25. What are endangered species ?
26. Differentiate between degradable and non-degradable pollutants.
27. Describe the role of an individual in prevention of pollution.

28. What are the causes of soil pollution ?
29. Explain briefly the environmental problems of Kerala.
30. What is meant by biodiversity conservation ? Describe insitu and ex-situ conservation of biodiversity.
31. Describe the various energy sources. **(6×4=24 Marks)**

SECTION - D

(Long Essay Type)

Answer **any 2** questions, marks **15 each**.

32. Write an essay on renewable and non-renewable natural resources.
33. Write an essay on the different types, structure and functions of aquatic ecosystems.
34. What is air pollution ? Describe the causes and effects of air pollution.
35. Write an essay on the Environmental Protection Acts and Rules in India. **(2×15=30 Marks)**
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**Second Semester B.A. Degree Examination, July 2017
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM & MASS COMMUNICATION AND VIDEO PRODUCTION
Vocational Course II
JC 1271 BASICS OF AUDIO VISUAL COMMUNICATION
(2014 Admission Onwards)**

Time : 3 Hours

Total Marks : 80

PART - A

Answer the following in **one** or **two** sentences :

1. What is a Gramophone ?
2. Who is George Eastman ?
3. What are the inventions of Guglielmo Marconi ?
4. What do you mean by Talkies ?
5. Who invented Iconoscope ?
6. Which period is referred as golden age of radio ?
7. Who is Heinrich Hertz ?
8. What is color wheel ?
9. What is persistence of vision ?
10. What is 4K video ?

(1×10=10 Marks)



PART - B

Answer any eight of the following, each one not exceeding one paragraph (40 to 50 words):

11. Basic components of sound.
12. Carbon Microphone.
13. Digital Recording.
14. Human ear.
15. Acoustics.
16. Silence.
17. Noise.
18. Semantics.
19. Visual Art.
20. Iconicity.
21. Video Lesson.
22. MPEG 2.

(2x8=16 Marks)

PART - C

Write short essays, each not exceeding 120 words, on any six of the following:

23. Elucidate the evolution of audio communication.
24. Explain the role of eye and brain in visual decoding.
25. Distinguish between the listening and hearing process.
26. What are the four elements in any radio programme?
27. Explain the necessity of acoustics in a recording studio.
28. Briefly explain the theory of light.



29. Write a brief note on color models.
30. What are the elements that constitute a good photograph ?
31. Visual language is expressed by images. Justify. **(4×6=24 Marks)**

PART - D

Write long essays on **any two** of the following :

32. Explicate the evolution and growth of visual communication.
 33. Explain in detail the basic visual elements like: Dot, Line, Shape, Direction and Texture.
 34. Explain the importance of visuals in print media.
 35. Elucidate the various graphical elements used in video production. **(2×15=30 Marks)**
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