

Reg. No. :

Name :

**Second Semester B.A. Degree Examination, August 2018
Career Related First Degree Programme Under CBCSS
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

Answer all questions : (1x10=10 Marks)

1. Define ecotone.
2. Name any two National Parks in Kerala.
3. Expand UNEP.
4. Name any two Green House Gases.
5. Give two examples for renewable energy resource.
6. Expand PCB.
7. Define eutrophication.
8. How many tiger reserves in Kerala?
9. Which organism is conserved in Silent Valley National Park?
10. Richter Scale related to

SECTION - B

Answer any 8 questions : (2x8=16 Marks)

11. Environmental Protection Act.
12. Differentiate primary pollutants and secondary pollutants.
13. Differentiate between endemic and exotic species.



- 14. Ramsar sites in Kerala.
- 15. Differentiate renewable and non-renewable energy resources.
- 16. Explain the characteristics of desert ecosystem.
- 17. What is Green House Effect ?
- 18. Write down the names of East flowing rivers in Kerala.
- 19. Define noise pollution.
- 20. What is epicenter ?
- 21. Name the gases responsible for climate change.
- 22. What are the causes of acid rain ?

SECTION - C

Answer any six of the following. **(4x6=24 Marks)**

- 23. Explain various control measures for Noise pollution.
- 24. Discuss on recent restoration activities on aquatic environment in Kerala.
- 25. Write down the significance of mangrove ecosystem.
- 26. Briefly explain the impact of sand mining.
- 27. Discuss on weeds and aquatic ecosystem health.
- 28. Explain structure of atmosphere.
- 29. Explain soil erosion.
- 30. What is rain water harvesting ? Explain various rain water harvesting methods.
- 31. Briefly explain different types of pesticides.

SECTION - D

Answer any two questions. **(15x2=30 Marks)**

- 32. What is solid waste ? How it is generated ? Briefly explain various control methods for solid waste.
- 33. Explain the following :
 - a) Energy flow in an ecosystem
 - b) Ecological pyramids.
- 34. Give an account on the water pollution in Kerala.
- 35. Give a detailed account on plastic pollution and its impacts.

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Group 2(a)

JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION

Vocational Course - II

JC 1271 : Basics of Audio Visual Communication
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART - A

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

1. Infra sound.
2. Point of view.
3. Cue.
4. Negative space.
5. Filter.
6. Contrast.
7. Decay.
8. Wallace clement sabine.
9. Foley artist.
10. Persistence of vision.

(10x1=10 Marks)



PART - B

Answer any eight of the following. Each not exceeding one paragraph (about sixty words)

- 11. Pitch.
- 12. Dynamic microphones.
- 13. Reverberation.
- 14. Ambient sounds.
- 15. MP3.
- 16. Selective perception.
- 17. Sound design.
- 18. Acoustic panels.
- 19. Signal to noise ratio.
- 20. Jingles.
- 21. Sampling rate.
- 22. Depth of field.

(8x2=16 Marks)

PART - C

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

- 23. List ways of strengthening perspective and depth of a visual image.
- 24. What are the important functions of AV communication ?
- 25. Explain the importance of silence, while creating AV productions.
- 26. What are the physical characters of sound ?



27. Explain how the direction and quality of light affects total lighting.
28. No other medium can register detail in a wide range of tones simultaneously as the human eye. Elaborate.
29. What are the advantages of 'digital imaging' ?
30. Explain the differences between the color modes – 'RGB' and 'CYMK'.
31. Why is 'vibrato' considered a desirable characteristic of human voice ?

(6×4=24 Marks)

PART – D

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

32. Good composition reinforces the way in which the mind organizes information and adds to effective visual communication – Elaborate.
 33. Explain briefly the basic principles of acoustics.
 34. What are the important properties of light ? Also explain how they are manipulated for artificial lighting.
 35. List and differentiate microphones according to their directional pattern. Also describe the application of these microphones. **(2×15=30 Marks)**
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