

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)
JOURNALISM AND MASS COMMUNICATION AND VIDEO
PRODUCTION
Elective Course
JC 1661.2 : Multimedia Production
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer the following questions; **each in one or two sentences** :

- 1) Serif and San Serif
- 2) Bleed
- 3) Jpeg
- 4) Aspect ratio
- 5) Flash
- 6) RGB and CMYK
- 7) Kerning and Leading
- 8) Storyboard
- 9) Infographics
- 10) 3D animation.

(10×1=10 Marks)

PART – B

II. Answer **any eight** questions; **not exceeding a paragraph** :

- 11) What are the different types of multimedia authoring tools ?
- 12) What are the elements of design ?
- 13) Discuss the characteristics of multimedia.
- 14) What are the different multimedia file formats ?



- 15) Discuss the need for audio editing in a multimedia project.
- 16) Discuss the importance of colour in a multimedia design.
- 17) What are the tools for creating and using a basic multimedia project ?
- 18) What are the need and advantages of using vector graphics ?
- 19) What are the different navigation structures ?
- 20) What are the important video editing softwares ?
- 21) What is the use and importance of hypertext in multimedia production ?
- 22) Discuss matting and compositing. **(8×2=16 Marks)**

PART – C

III. Answer any six questions not exceeding a page :

- 23) Principles of Design.
- 24) Explain the features and applications of adobe photoshop.
- 25) Discuss different techniques of framing.
- 26) Explain the application of multimedia products in education.
- 27) What are the different types of animation ?
- 28) Discuss the use of graphics and special effects.
- 29) What is the importance of text in multimedia production ?
- 30) Differentiate linear and non linear multimedia design.
- 31) Explain the different image file formats and its advantages. **(6×4=24 Marks)**

PART – D

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

- 32) Elaborate the functions and importance of motion graphics in multimedia productions and its applications today.
 - 33) Discuss the various steps and stages of a multimedia production.
 - 34) Discuss the characteristics of a good design.
 - 35) Explain different graphic art softwares. **(15×2=30 Marks)**
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Journal



(Pages : 2)

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Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Core Course - X
JC 1641 - DEVELOPMENT COMMUNICATION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** sentences.

- 1) Developmental indices
- 2) PCI
- 3) Sustainable development
- 4) Green Tribunal
- 5) Grassroots development
- 6) P. Sainath
- 7) Godgil Committee Report
- 8) Micro finance
- 9) Top down communication
- 10) *Krishi darshan*.

(10×1=10 Marks)

II. Answer **any eight** questions, **each** in about **60** words.

- 11) Demonetisation
- 12) Participatory communication
- 13) Global meltdown
- 14) Agrarian crisis
- 15) Amartya Sen
- 16) Inclusive growth

P.T.O.

- 17) UNDP
- 18) Gender equality
- 19) MGNREGA
- 20) Sarva Siksha Abhiyan
- 21) *Aardram Mission*
- 22) ILO.

(8×2=16 Marks)

III. Answer any six questions, each in about 120 words.

- 23) Describe the shortcomings of dominant paradigm of development.
- 24) Examine the significant challenges faced by the Kerala model of development.
- 25) Explain the relevance of Gandhian model of development.
- 26) What is the role of folk media in promoting developmental messages ?
- 27) Explain with appropriate examples the manner in which films promote development communication.
- 28) What is the role of UNESCO ?
- 29) Examine the development of model of Daniel Lerner.
- 30) Assess the media coverage of agriculture in India.
- 31) 'Concern for the environment is an important issue in development'. Discuss.

(6×4=24 Marks)

IV. Write long essays on any two of the following.

- 32) Examine the effectiveness of *Swachh Bharat* as a development communication campaign.
- 33) Analyse the major developmental issues in Kerala. What are your long term strategies to tackle these issues ?
- 34) Discuss the key issues and concerns in development communication.
- 35) What are the different approaches to development ?

(2×15=30 Marks)



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**Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme Under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Core Course – XII
JC 1643 : ADVANCED TELEVISION PRODUCTION
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in **one** sentence :

- 1) Teleprompter
- 2) Dissolve
- 3) White balance
- 4) Prime time
- 5) Cut away
- 6) Close up
- 7) Breaking news
- 8) Shooting script
- 9) Omni directional mike
- 10) Sound bite.

(10×1=10 Marks)

PART – B

II. Answer **any eight** questions in **one** or **two** sentences :

- 11) Chroma key
- 12) Fade-in and fade-out
- 13) Over-the-shoulder shot
- 14) Talking heads

P.T.O.



- 15) Head room
- 16) DTH Swayamprabha
- 17) Depth of field
- 18) Sync sound
- 19) Zoom in and Zoom out
- 20) Video wall
- 21) Assemble mode
- 22) Sound track.

(8×2=16 Marks)

PART – C

III. Write short essays **not** exceeding **120** words on **any six** of the following :

- 23) Explain three point lighting.
- 24) Online and offline editing.
- 25) Script breakdown.
- 26) Discuss the nature of aspect ratio with regard to TV and mobile screen respectively.
- 27) What are the elements of a proper visual story ?
- 28) Explain transition techniques.
- 29) Discuss the perceptual difference between a track shot and a zoom shoot.
- 30) What are the different types of camera, lenses and filters used for a video production ?
- 31) What are the essential things to be carried out by the producer in a pre-production stage ?

(6×4=24 Marks)

PART – D

IV. Write long essays **each not** exceeding **500** words on **any two** of the following :

- 32) Explain the tasks involved in the sound recording and editing of the video production.
- 33) Why is TV considered as a medium of close-up ? Discuss the aesthetics of visualization for small screen.
- 34) Write a critique of studio-based news channel discussion.
- 35) Explain the creative process of sound designing.

(15×2=30 Marks)

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**Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2(a)**

**JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION
Core Course XI
JC 1642 : Business Journalism
(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** words or in **one/two** sentences :

- 1) Union budget
- 2) Public issue
- 3) SEZ
- 4) Globalisation
- 5) Arun Jaitley
- 6) Fiscal deficit
- 7) Turnover
- 8) Merger
- 9) Venture capital
- 10) Annual bonus.

(10×1=10 Marks)

II. Answer **any eight** questions, each in about **60** words :

- 11) Mutual Fund
- 12) Economic times
- 13) Current Account
- 14) Sensex
- 15) Microeconomics
- 16) RBI



- 17) e-commerce
- 18) Broker
- 19) GDP
- 20) K. M. Abraham
- 21) Finance commission
- 22) Wall Street.

(8x2=16 Marks)

iii. Answer **any six** questions, each in about 120 words.

- 23) Discuss the impact of demonetisation and GST on Indian print media.
- 24) Explain Nehruvian model.
- 25) Write a short note on KIIFB model of development in Kerala.
- 26) Write a short note on Bank Nationalism.
- 27) Explain NITI Aayog.
- 28) Explain the qualities required to become a business journalist.
- 29) Write a short note on the origin of modern stock exchange.
- 30) Explain Green Revolution.
- 31) Explain recession.

(6x4=24 Marks)

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

- 32) Write an essay on your favourite business newspaper. Evaluating why you consider it as superior to others.
- 33) Critically evaluate the practice of business journalism in India.
- 34) Write an essay on the major schools of modern economic thinking.
- 35) Write an essay on India's three major financial bodies in India.

(15x2=30 Marks)



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Sixth Semester B.A. Degree Examination, April 2019
(Career Related First Degree Programme under CBCSS)
Group 2 (a)
Journalism & Mass Communication and Video Production
Vocational Course IX
JC 1671 – Introduction to New Media
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions in one sentence.

- 1) VoIP.
- 2) Viral Video.
- 3) LinkedIn.
- 4) Social networking.
- 5) Manuel Castells.
- 6) Blender.
- 7) Desktop.
- 8) MPEG4.
- 9) MOJO.
- 10) EMOJI.

(10×1=10 Marks)



PART – B

II. Answer any **eight** questions in **one** or **two** sentences.

- 11) e-learning.
- 12) Drive.
- 13) Cache.
- 14) Browser.
- 15) Web 2.0.
- 16) Cambridge Analytica.
- 17) Ubuntu.
- 18) Jeff Bezos.
- 19) Water mark.
- 20) Google talk.
- 21) Dataveillance.
- 22) Identity theft.

(8×2=16 Marks)

PART – C

III. Write short essays **each not** exceeding **120** words on **any six** of the following.

- 23) Describe the internet architecture.
- 24) Explain biogosphere.
- 25) Explain fake news in online medium.
- 26) Elucidate about the ethics involved in online content generation.
- 27) Explain the idea and practice of user as content producer.
- 28) What are the major components of a webpage of an online news portal ?
- 29) What is meant by compression ? Cite a few examples.



30) Describe celebrity blogging.

31) Define creative commons.

(6×4=24 Marks)

PART - D

IV. Write long essays **each not exceeding 500 words on any two** of the following :

32) Distinguish between new media and traditional media.

33) Describe online journalism with a few specific examples in English and Malayalam.

34) Explain network society.

35) Define storage formats. Cite a few of the formats.

(15×2=30 Marks)



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(Career Related First Degree Programme under CBCSS)
Group 2(a)
Journalism and Mass Communication and Video Production
Vocational Course – X
JC 1672 : MEDIA AND SOCIETY
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **one/two** sentences.

- 1) Censorship
- 2) Omnipotent media
- 3) Socialisation
- 4) BBC
- 5) Fourth Estate
- 6) Prior restraint
- 7) BBC
- 8) Antonio Gramsci
- 9) Popular Culture
- 10) Jasmine Revolution.

(10×1=10 Marks)

II. Answer **any eight** questions, each in about **60** words.

- 11) Article 19
- 12) Dysfunctions of media
- 13) 'Manufacturing Consent'
- 14) Gender neutral reporting
- 15) PCI
- 16) Identity politics.

- 17) Global Village
- 18) Interpersonal communication
- 19) Media regulations
- 20) Virtual communication
- 21) Watchdog function of media
- 22) Culture industry.

(8×2=16 Marks)

III. Answer **any six** questions, **each** in about **120** words.

- 23) Explain the important functions of mass media.
- 24) Describe the process of construction of reality in the media.
- 25) Why do we call media as the fourth pillar of democracy ?
- 26) Examine the role of Public Service Broadcasting.
- 27) Trace the evolution of mass society.
- 28) Distinguish between government controlled media and self controlled media.
- 29) Trace the evolution of media technology.
- 30) Critically assess the impact of globalization.
- 31) What is hegemony ? How is hegemony maintained in a society ?

(6×4=24 Marks)

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

- 32) 'All power and no accountability on the part of media can be dangerous.' Discuss.
- 33) What is digital divide ? How real is the digital divide in our country ?
- 34) Define cultural imperialism. Assess the impact of media imperialism.
- 35) With appropriate examples describe the role of digital media in effecting social change.

(2×15=30 Marks)
