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L – 1806

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, March 2021
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
(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

PART – A

- I. Answer **all** questions in **one** sentence.
1. Interactivity
 2. Technological Determinism
 3. Cultural Dynamics
 4. Catharsis Theory
 5. Material Culture
 6. Fourth Estate
 7. Hypertext

P.T.O.

8. Hashtag
9. Globalisation
10. Decoding

(10 × 1 = 10 Marks)

PART – B

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

11. Narcosis
12. Marshal McLuhan
13. MacBride Commission
14. Article 19(1) A
15. SITE
16. PTI
17. Professional Communication
18. News Aggregator Websites
19. Intrapersonal Communication
20. Wilbur Schramm
21. Citizen Journalism
22. MOJO
23. Media Activism
24. RTI 2005

25. Cultivation Theory
26. Folk Culture

(8 × 2 = 16 Marks)

PART – C

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

27. Examine the 'Fourth Estate' role of Mass Media.
28. Discuss the role of New Media in bringing forth social change.
29. Analyse briefly the relevance of bridging the 'Digital Divide'.
30. Delineate the role of media in the Post-Truth era.
31. Explain the concept of credibility of Mass Media.
32. How do media influence culture and society?
33. Examine the importance of public service broadcasting.
34. Briefly discuss the role of alternative media in an era of corporatization.
35. Analyse the status of press freedom in India.
36. Describe the concept of Eco-journalism.
37. "Development Communication gives voice for the voiceless". Substantiate
38. Elaborate the dysfunctions of media.

(6 × 4 = 24 Marks)

PART – D

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

39. Elucidate the characteristics of New Media.

40. Explain the impact of Social Media in politics.

41. "Media wields power as a cultural industry" Discuss.

42. "Media democratization ought to be a social movement" Discuss.

43. How does globalization affect media and culture?

44. Examine how technological transitions have shaped media industries.

(2 × 15 = 30 Marks)

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Sixth Semester B.A. Degree Examination, March 2021.

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

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions in one sentence each

1. Betacam
2. Colour bar
3. Dissolve
4. Backlight
5. PCR
6. Field of view
7. B-Roll

P.T.O.

8. Virtual Reality
9. Generation loss
10. Medium shot

(10 × 1 = 10 Marks)

PART – B

Answer any eight questions in one or two sentences

11. DVEfx
12. 180 Degree Rule
13. Aerial shot
14. Footage
15. Back projection
16. SFX
17. Superimpose
18. Frame
19. Head on shot
20. Location sound
21. Jerk
22. Synchronization
23. Simulcasting

24. Mask
25. Film speed
26. Mockumentary

(8 × 2 = 16 Marks)

PART – C

Write short essays on any six in not more than 120 words

27. Advertainment
28. What are the functions of a News Editor?
29. Importance of continuity
30. Crawl
31. In-camera editing
32. Pre-production
33. Using Inter-cuts
34. Montage
35. How do you use jump cuts effectively?
36. How important is an 'establishing shot'?
37. Shot, scene and sequence
38. Managing multi camera productions

(6 × 4 = 24 Marks)

PART – D

Write long essays on any two questions. Answer should not exceed 500 words

39. Describe the important stages in the pre-production of a television programme.
40. Television is chewing gum for the eyes. How fair is this criticism in relation to news channels?
41. Critically assess the impact of TV Reality shows on Malayalam channels.
42. Discuss the structure and activities of a TV news room, explaining the role of persons working in it.
43. What are the qualities required to be a successful newscaster on television?
44. How important is the script in television production? Describe the attributes of a perfect script.

(2 × 15 = 30 Marks)

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Group 2(a)

Journalism and Mass Communication and Video Production Vocational
Course IX

JC 1671 : INTRODUCTION TO NEW MEDIA

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **all** questions in **one** sentences.

1. Web Browser
2. Blog
3. Social Media
4. MOJO
5. Podcasting
6. HTML
7. Adobe Photoshop
8. Operating System

P.T.O.

9. Computer Hardware
10. Open source software

(10 × 1 = 10 Marks)

PART – B

II. Answer any **eight** questions in not exceeding **one** paragraph.

11. Computer Networks
12. YouTube
13. Electronic Commerce
14. Tablet PC
15. Android
16. Mark Zuckerberg
17. Output devices
18. Cyber bullying
19. Hashtag campaigns
20. Citizen journalism
21. Adobe in-design
22. ENPS
23. Dynamic web page
24. TCP/IP
25. Digital Divide
26. News Portals

(8 × 2 = 16 Marks)

PART – C

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

27. Explain the features of internet.
28. Explain the most popular social networking sites.
29. What are the advantages of e-governance?
30. Explain the significance of open-source journalism.
31. What is computer hardware and software?
32. Explain the qualities of a good website.
33. Analyse the Page Makeup process.
34. What is Electronic News Gathering?
35. Explain the term cyber culture.
36. Explain the concept digital public sphere.
37. Why online media is often termed as fifth estate of democracy?
38. Explain the concept media convergence.

(6 × 4 = 24 Marks)

PART – D

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

39. Critically evaluate the impact of internet technologies on culture.
40. Explain how new media technologies are affecting the news industries.
41. What is the significance of website in modern-day communication? Explain the elements of website design.

42. Explain the features and tools of Adobe Indesign.
 43. 'Transformation in communication leads to the spread of globalisation and the development of a new society'. Explain.
 44. Explain the different input and output devices of a computer system.
(2 × 15 = 30 Marks)
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Sixth Semester B.A. Degree Examination, March 2021
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Group 2(a)

Journalism and Mass Communication and Video Production

Elective Course

JC 1661.2 — MULTIMEDIA PRODUCTION

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer all questions, each in a word or maximum of 30 words.

1. Pixel
2. GIF
3. Morphing
4. Bitmap
5. Hyperlink
6. Frames
7. CMYK

P.T.O.

8. CorelDraw
9. PSD
10. Digital

(10 × 1 = 10 Marks)

PART – B

II. Write short notes, each not exceeding **60** words, on **any eight** of the following.

11. What is Multimedia?
12. Define 3D.
13. What is PDF?
14. Define contrast.
15. What is storyboard?
16. What is vector drawing?
17. What is compression?
18. What is script?
19. What is image matting?
20. What is keying?
21. Define website.
22. What is graphics?
23. What is mask effect?
24. What is TIFF?
25. What is aspect ratio?
26. What is a filter?

(8 × 2 = 16 Marks)

PART – C

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

27. Write down the knowledge of human anatomy in animation.
28. Explain the colour theory.
29. Discuss the perspectives of drawing and principles of compositions.
30. Write the differences between 2D and 3D animation.
31. Explain various import and export file formats in multimedia.
32. Write a short note on rendering.
33. What is rigging and compositing in animation?
34. Explain the role of multimedia in Indian media industries.
35. What is the significance of graphic arts?
36. Explain the uses of storyboard in animation.
37. Elaborate two important 2D and 3D animation software and its specialties.
38. Explain the applications of multimedia in Education.

(6 × 4 = 24 Marks)

PART – D

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

39. What are the steps you follow to create an animation?
40. Discuss the nature and characteristics of multimedia.
41. Describe the various elements in multimedia design.
42. Describe the process of image manipulations.
43. Discuss the need and scope of multimedia.
44. Elaborate the various techniques of video editing.

(2 × 15 = 30 Marks)

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Sixth Semester B.A. Degree Examination, March 2021.

Career Related First Degree Programme under CBCSS

Group 2(a)

Journalism and Mass Communication and Video Production

Core Course – XI

JC 1642 BUSINESS JOURNALISM

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer the following in one/two sentences

1. J M Keynes
2. Surplus value
3. Bourgeoisie
4. Laissez Faire
5. Deficit budget
6. SEBI
7. Thomas Robert Malthus
8. Mutual Fund

P.T.O.

9. Monetarism
10. Kerala Startup Mission

(10 × 1 = 10 Marks)

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

11. NIFTY
12. Karl Marx
13. KIIFB
14. Pre budget meetings
15. Green Revolution
16. Amartya Sen
17. GATT
18. Dow Jones
19. Gulf migration
20. *Das Capital*
21. Proletariat
22. The Great Depression
23. Nehruvian Socialism
24. Ayyankali Urban Employment Guarantee Scheme
25. NBFC
26. David Ricardo

(8 × 2 = 16 Marks)

- III. Answer **any six** questions, each in about **120** words.
27. Describe the impact of Covid 19 on Kerala economy.
 28. What is the role of State Planning Board?
 29. Assess the impact of liberalisation of the Indian economy in 1990s.
 30. Describe the rationale for the nationalisation of banks in India.
 31. Explain the key differences of public and private limited companies.
 32. Examine the status of business journalism in Malayalam.
 33. Describe the basic differences between stock market and commodity market.
 34. Assess the importance of regulatory mechanisms for monitoring the stock markets.
 35. Critically evaluate the merits and demerits of Kerala model of development.
 36. Write a note on an Indian business daily.
 37. Analyse the importance of MGNREGS in rural economy.
 38. Examine the role of RBI.

(6 × 4 = 24 Marks)

SECTION – D

- IV. Write long essays on **any two** of the following:
39. Analyse the evolution of Niti Aayog. What is its role and mission?
 40. Elaborate the important principles of neo classical economic thought.
 41. Assess the impact of currency demonetization and introduction of GST on Indian economy.

42. 'Reporting the Union budget is a challenging task for a journalist working on any media platforms. Comment.
43. Migrant labourers from other States have become the backbone of the unorganised work force in Kerala. Discuss its scope and challenges
44. Analyse the contents of a business television channel in India. Also comment on its style of reporting.

(2 × 15 = 30 Marks)

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Sixth Semester B.A. Degree Examination, March 2021

Career Related First Degree Programme Under CBCSS

Group 2(a)

JOURNALISM AND MASS COMMUNICATION AND VIDEO PRODUCTION

Core Course X

JC 1641 – DEVELOPMENT COMMUNICATION

(2018 Admission Regular)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions in a few words.

1. FAO.

2. UNDP.

3. GDP.

4. SITE.

5. Say True or False: Outcome of development communication activities is to make a difference in the quality of life of communities.

6. Say True or False: Involvement of Mass media is an unavoidable part for implementing a development communication campaign.

7. Say True or False: Social media has added more power for development communicators.

P.T.O.