

Reg. No.: .....



Name: .....

University of Kerala

W6701

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

**JOURNALISM**

**UK3DSCJMC200 - Audio-Visual Communication & Photography**

Academic Level: 200-299

2024 Admission

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions**

Qn No.	Question	CL	CO
1	The first television channel in India is -----	RE	1
2	Name a music streaming service ?	RE	2
3	Discuss headroom	UN	4
4	What kind of channel is Gyan Darshan ?	UN	1
5	Define "f stops" in photography	UN	3
6	Describe Pan ?	UN	2

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Describe Persistence of Vision	UN	1
8	Examine Chromakeying ?	UN	4
9	Define the characteristics of prime lens	AP	3
10	Define Scripting	AP	2
11	Examine two limitations of audio-visual media.	AP	1

**Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A) Apply effective composition techniques to capture a portrait photo.  OR B) Outline the evolution of Cinema	AP	2, 1
13	A) Describe how graphic design elevate the appearance of visual image	AP	4, 2

Qn No.	Question	CL	CO
	OR B)  Illustrate how to reduce background noise while recording an interview.		
14	A)  Analyse the process of writing for visual content  OR B)  Compare and contrast the main types of lenses in a digital camera.	AN	2, 3
15	A)  Explain various types of audio visual medium and its characteristics  OR B)  Explain the primary purpose of chroma keying in video production?	AN	1, 4

**Part D.24 Marks: Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	A)  Describe how the eye and brain work together to help us see and understand visual information  OR B)  Analyze the relationship between shutter speed and motion blur in action photography.	AN	2, 3
17	A)  Illustrate the process of listening  OR B)  Evaluate the importance of composition techniques like rule of thirds and symmetry in photography.	EV	2, 3
18	A)  Evaluate the steps to overcome the limitations in effective audio communication.  OR B)  Critically evaluate two video editing software in terms of features, accessibility, and usability for student filmmakers.	EV	2, 4
19	A)	CR	2, 3

Qn No.	Question	CL	CO
	<p>Frame a script for a social awareness campaign or program.</p> <p>OR</p> <p>B)</p> <p>Design a camera setup for an outdoor shoot, including choice of camera, lenses, filters, and supporting devices.</p>		