

BJMC

(Pages : 3)

T – 1820

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2024
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 all questions in a sentence.
1. Niti Aayog
 2. Nifty
 3. Sensex
 4. Finance Commission
 5. Bull
 6. GATT
 7. Deflation
 8. Editorial

P.T.O.

9. World Bank
10. Appropriation Bill

(10 × 1 = 10 Marks)

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

11. Liberalisation
12. Capitalism
13. GDP
14. Demonetisation
15. FDI
16. Budget deficits
17. Permit Raj
18. Green Revolution
19. Industrialisation
20. Sensex
21. Share
22. Per Capita Income

(8 × 2 = 16 Marks)

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

23. Comment on any one of the business magazines in English.
24. List the features of the existing industrial policy followed in India.

25. Business journalists need to promote success stories. Why?
26. What are the major economic indicators about India, available to a business journalist?
27. What do you feel are its thrust areas of the economic policy that is being followed by the Union Government?
28. Explain the salient features of economic liberalization.
29. What are the significant features of Keynesian economics?
30. List the professional requirements for becoming a Business Journalist.
31. Trace the origin of modern stock exchanges.

(6 × 4 = 24 Marks)

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

32. What are the important postulates of Marxian economic thinking?
33. What are the defining characters of Kerala's economic model?
34. Describe the impact of liberalisation policies of the nineties on Indian economy.
35. What was the functions and role of Planning Commission in Indian economics?

(2 × 15 = 30 Marks)

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T – 1821

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2024
Career Related First Degree Programme under CBCSS
Group – 2(a)
Journalism and Mass Communication and Video Production
Core Course
JC 1643 : ADVANCED TELEVISION PRODUCTION
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

- I. Answer all questions in **one** sentence.
1. White balance
 2. Bird's eye view
 3. ENG
 4. Nose room
 5. Pan
 6. Lip sync
 7. Back light
 8. Colour temperature
 9. Dolly
 10. Fade

(10 × 1 = 10 Marks)

P.T.O.

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

11. Close-up shot
12. Teleprompter
13. Incident light
14. Television camera
15. Background music
16. Jump cut
17. Split screen
18. Cameo lighting
19. Focal length
20. Digital camera
21. Outdoor lighting
22. Panoramic view

(8 × 2 = 16 Marks)

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

23. Explain the different types of cameras used in TV station.
24. What are the basic camera movements?
25. What is three point lighting?
26. What is linear editing? Explain with details.
27. What is the role of a programme producer in a TV programme?

28. What is digital audio workstation?
29. Describe lavalier microphones.
30. What are the basic camera mounts?
31. Explain the role of script in television production.

(6 × 4 = 24 Marks)

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

32. Explain the use of graphics in television news with suitable examples.
33. Explain in detail the techniques of editing in digital era.
34. Explain in detail the post-production techniques in television production.
35. Write a news report regarding the petrol cess in Kerala with a detailed script.

(2 × 15 = 30 Marks)

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T – 1822

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2024
Career Related First Degree Programme under CBCSS
Group 2 (a)

Journalism and Mass Communication and Video Production
Vocational Course IX

JC 1671 : INTRODUCTION TO NEW MEDIA
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions **one** sentence.

1. Google AdSense.
2. WWW
3. OTT
4. Open source software.
5. Ubuntu
6. ROM
7. SEO

P.T.O.

8. W3C
9. Podcast
10. Phishing

(10 × 1 = 10 Marks)

SECTION – B

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

11. Troll
12. Net neutrality
13. Eco chamber
14. Multimedia
15. Spotify
16. http
17. Web 3.0
18. InDesign
19. System software
20. E-commerce
21. Blogosphere
22. Crowd sourcing

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the characteristics of new media.
24. Discuss the role of social media in the Arab Spring movement in the Middle-East.
25. What is computer software? Describe two types of computer software.
26. Write a short note on the paywall.
27. What are the fundamentals of a computer?
28. Explain the ethical aspects of online news dissemination.
29. Briefly explain hacking.
30. What is citizen journalism?
31. What is a cookie on the internet? How does it work?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss the concept of the digital divide and explain how it can be bridged in India.
33. Delineate the strength and limitations of the internet as a mass medium.
34. What is social media? Explain the features of five social media of your choice.
35. Discuss in detail the elements and principles of web design.

(2 × 15 = 30 Marks)

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T – 1825

Reg. No. :

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Sixth Semester B.A. Degree Examination, April 2024
Career Related First Degree Programme under CBCSS

Group 2(a)

Journalism and Mass Communication

Elective Course

JC 1661.2 – MULTIMEDIA PRODUCTION

(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following questions each in a **sentence** or **two**.

1. RAW file.
2. Hue.
3. Premiere Pro.
4. Dry brush technique.
5. NTSC.
6. Audition.
7. Bitmapped images.
8. Streaming media.
9. Data compression.
10. Luminance and Chrominance.

(10 × 1 = 10 Marks)

P.T.O.

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

11. What are the advantages of PSD files?
12. What do you mean by image authoring?
13. Explain the functions of Adobe Photoshop.
14. What are multimedia standards?
15. What are the characteristics of motion graphics?
16. Explain FLV and SWF.
17. Explain stop motion animation.
18. What is action script?
19. Explain the different types of cuts in video editing.
20. Define hypermedia.
21. What is pixel?
22. What is meant by anti-aliasing?

(8 × 2 = 16 Marks)

III. Answer **any six** questions not exceeding a page.

23. Explain the use of multimedia for education.
24. Distinguish between vector and raster graphics.
25. What is the role of colour in design?
26. Write a note on the features of multimedia.
27. Discuss about the various image file formats used in multimedia.

28. What are serifs and sans serifs in typefaces?
29. Explain RGB and CMYK modes and their importance in design industry
30. Describe on Key frame animation.
31. What is the significance of storyboard?

(6 × 4 = 24 Marks)

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

32. Explain the use and applications of multimedia in commercial entertainment industry.
33. Describe in detail the steps involved in the production of a 2D animation movie.
34. Explicate the different types of authoring tools and its advantages.
35. Explain Image Editing and describe various Image Editing Tools.

(2 × 15 = 30 Marks)

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T – 1823

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2024
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

SECTION – A

Answer all questions in one sentence.

1. Dominant Ideology
2. Folk Media
3. Heritage
4. Tradition
5. Democracy
6. Mass Media
7. Digital Divide

P.T.O.

8. Hegemony
9. LPG
10. Information Superhighway

(10 × 1 = 10 Marks)

SECTION – B

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

11. Cultural Hegemony
12. Prasar Bharati
13. Identity
14. Media culture
15. Decoding
16. Noise
17. Censor
18. SITE
19. Imperialism
20. Intercultural Communication
21. Agenda Setting
22. Message

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the roles of mass media.
24. Comment on media turning into cultural industry.
25. Media reinforces gender stereotypes. Do you agree? Why.
26. What is Mass Society theory?
27. Media and politics compliment each other. Comment.
28. Media is highly influential in Rural Development. How?
29. Explain the various stages in communication process.
30. Explain the functions of mass media
31. What is public service broadcasting?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the impact of social media on society.
33. Elucidate the effect of public service broadcasting on education.
34. "Media constructs reality". Comment.
35. "Freedom of the press is a precious privilege that no country can forgo". Why?

(2 × 15 = 30 Marks)

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T – 1819

Reg. No. :

Name :

Sixth Semester B.A. Degree Examination, April 2024
Career Related First Degree Programme under CBCSS

Group 2(a)

Journalism and Mass Communication

Core Course X

JC 1641 : DEVELOPMENT COMMUNICATION

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

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

1. UNESCO
2. Gadgil committee
3. Vayalum Veedum
4. Kudumbashree
5. B.G. Verghese
6. GDP

P.T.O.

7. Amartya Sen
8. PARI
9. BETI BACHAO BETI PADAO
10. Radio Mattoli.

(10 × 1 = 10 Marks)

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

11. Participatory communication
12. Digital divide
13. MacBride commission
14. KHEDA
15. Wilbur Schramm
16. Human development index
17. Globalisation
18. Pulse Polio
19. Magic multiplier
20. Panchayath Raj
21. Laggards
22. Marginalized populations.

(8 × 2 = 16 Marks)

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

23. Discuss the characteristics of developed countries.
24. Gandhian model of developments still relevant. Argue.
25. Delineate the advantages of folk media over mass media in communicating development messages.
26. Critically analyse the Marxian model of development.
27. Explain the role of television in national development.
28. SITE was an important example of using modern technologies for developmental purposes. Elucidate.
29. Science communication can be an effective tool for promoting development Communication. Substantiate.
30. Explain the theory of diffusion of innovations.
31. Briefly discuss the goals of sustainable development.

(6 × 4 = 24 Marks)

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

32. What is a development communication campaign? Design a development communication campaign to propagate an anti-dowry message.
33. Social media is an alternative platform for women to share and raise their voices. Substantiate with suitable examples.
34. Describe the current state of environmental journalism in India. What are the predominant themes guiding today's environmental journalism?
35. Compare and contrast the dominant paradigm and the alternative paradigm of development with suitable examples.

(2 × 15 = 30 Marks)