

**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM4(3)C01—COMPUTER GRAPHICS AND WEB DESIGN

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Anchor tag.
2. Padding properties.
3. CSS styling.
4. Matte painting for web page.
5. HTML.
6. Grid system.
7. Editorial design.
8. Vector graphics.
9. Types of folds.
10. Semiotic designs.
11. URL.
12. Blending modes.
13. Logo and visual identity.
14. Binding and folding.
15. Web protocols.

(10 × 3 = 30 marks)

**Section B***Answer at least five questions.**Each question carries 6 marks.**All questions can be attended.**Overall Ceiling 30.*

16. Web browsers.
17. Headers tags and Body tags.

**Turn over**

18. Special character elements.
19. Numbered list and non-numbered list.
20. Links with images and buttons.
21. Symbols and signage for various environments.
22. Drawing tools, layers and pen tools
23. Screen control attributes and media control attributes.

(5 × 6 = 30 marks)

### Section C

*Answer any two questions.  
Each question carries 10 marks.*

24. Elucidate brief history of graphic designing.
25. Write an essay on the various digital imaging techniques.
26. Elucidate the evolution of Internet and explain briefly the Internet services.
27. Explain the various web writing styles.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM 3C 02—COMPUTER GRAPHICS

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Corporate design.
2. RGB.
3. Semiotic designs.
4. PSD.
5. Vibrance and saturation.
6. Photoshop layers.
7. Balance in Design.
8. Resolution.
9. Clone stamp.
10. Standard paper sizes.
11. Negative Space.
12. Masking.

(8 × 3 = 24 marks)

**Section B***Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Explain the basics of composition.
14. What are the features of Adobe Illustrator ?
15. What are the file formats used to save the Photoshop work file ?
16. Write a note on colour correction with Photoshop.
17. Why grids are used in designing ?
18. What are the major differences between Vector graphics and Raster Graphics ?
19. What are the basic skills needed for a graphic designer ?

(5 × 5 = 25 marks)

**Turn over**

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Explain the importance and features of Adobe Photoshop.
21. What are the different colour modes in Photoshop and why the selection of a particular colour mode is important in design ? Explain in relation to printing.

(1 × 11 = 11 marks)

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(Pages : 4)

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**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM 3B 05—DIGITAL PHOTOGRAPHY

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BMM 3B 05—DIGITAL PHOTOGRAPHY

(Multiple Choice Questions for SDE Candidates)

1. In the late \_\_\_\_\_ flexible film appeared for the first time, replacing clumsy and heavy glass plates.
- (A) 1880s. (B) 1877s.  
(C) 1921s. (D) 1888s.
2. Depth of Field :
- (A) Area in front and behind of Subject.  
(B) Zooming capacity of lens.  
(C) Frame size of the lens.  
(D) View finder dimension.
3. Auto focus :
- (A) Lens automatically focus. (B) Manual focus.  
(C) View finders focus. (D) None of the above.
4. Colour noise :
- (A) Accuracy of signals. (B) Disturbance.  
(C) Vibration. (D) None of these.
5. Contact Print :
- (A) Exposing contact with negative. (B) Digital printing.  
(C) Screen printing. (D) None of the above.
6. Filter :
- (A) Coloured piece of glass. (B) A mesh.  
(C) Muslin cloth. (D) None of the above.

7. Foreground :

- (A) Area between lens and sensor.
- (B) Area between camera and object
- (C) Area between photographer and camera.
- (D) None of the above.

8. Visible light occurs between :

- (A) 3000 and 8000 Angstrom.
- (B) 3000 and 7000 Angstrom.
- (C) 4000 and 7000 Angstrom
- (D) None of these.

9. The world's oldest surviving photograph was taken in :

- (A) 1826.
- (B) 1836.
- (C) 1846.
- (D) 1889.

10. What was the first camera to be used on the moon ?

- (A) Liecafex SL MOT.
- (B) Hasseblad 500EL HEC.
- (C) Mamiya RB67
- (D) None of these.

11. Lenses are usually coated with :

- (A) Magnesium fluoride.
- (B) Sodium fluoride.
- (C) Zinc fluorite.
- (D) None of these.

12. Candela is the unit of :

- (A) Illumination.
- (B) Luminous intensity.
- (C) Luminance.
- (D) Light energy.

13. Candle power is :

- (A) The luminous flux emitted by the source per unit solid angle.
- (B) The part of the light energy radiated by the sun that is received by earth.
- (C) Measured in Lux.
- (D) None of the above.

14. Which of the materials is most commonly used for the filaments in the incandescent lamps :
- (A) Tungsten. (B) Tin.  
(C) Silver. (D) Asbestos.
15. The world's first photographic portrait studio was opened in :
- (A) 1840. (B) 1850.  
(C) 1860. (D) 1870.
16. Who coined the term 'photography' ?
- (A) Fox Talbot. (B) Nicephore Niepce.  
(C) Sir John Herschel. (D) None of these.
17. What type of development process does Kodachrome need ?
- (A) Additive. (B) Subtractive.  
(C) Dye replacement. (D) None of these.
18. What was Roger Fenton famous for ?
- (A) War photography. (B) Founding the Royal Photographic Society ?  
(C) Both. (D) None of these.
19. Your negative is very weak with very little shadow detail. Why ?
- (A) Under exposure and under development.  
(B) Under exposure and over development.  
(C) Over exposure and over development.  
(D) None of these.
20. Which camera (from around 1984) used solar energy to assist the batteries ?
- (A) Nikon FA. (B) Ricoh XR-S.  
(C) Pentax LX. (D) None of these.



**THIRD SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM 3B 05—DIGITAL PHOTOGRAPHY

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

- |                          |                       |
|--------------------------|-----------------------|
| 1. Shutter Speed.        | 2. George Eastman.    |
| 3. CMOS.                 | 4. Kelvin.            |
| 5. ASA.                  | 6. JPEG.              |
| 7. Symmetry photography. | 8. Depth of field.    |
| 9. Hard and soft lights. | 10. Rule of Thirds.   |
| 11. Standard prime lens. | 12. Light Reflectors. |

(8 × 3 = 24 marks)

**Section B***Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Three point Lighting.
14. Write a note on Macro Lens and Telephoto lens.
15. Explain the nature, scope and functions of Digital Photography.
16. Write a note on any five types of photography.
17. Explain shutter speed, aperture and ISO.
18. What are the differences between framing and composition ?
19. What are the purposes of using fast shutter speed and slow shutter speed ?

(5 × 5 = 25 marks)

**Turn over**

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Explain the qualifications and responsibilities of photojournalists.
21. Based on any well-known photograph, explain how photographs make an impact in the society.

(1 × 11 = 11 marks)

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(Pages : 4)

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM 3B 04—COMPUTER GRAPHICS

(Multiple Choice Questions for SDE Candidates)

**Time : 15 Minutes**

**Total No. of Questions : 20**

**Maximum : 20 Marks**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
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## BMM 3B 04—COMPUTER GRAPHICS

## (Multiple Choice Questions for SDE Candidates)

1. The tool that lets you select an area of an image and then paint with that area is called :
- (A) Eyedropper. (B) Copy.  
(C) Clone. (D) Patch.
2. The shortcut for zooming in is ?
- (A) Ctrl + (Plus). (B) Ctrl + (Minus).  
(C) Ctrl + Z. (D) None of these.
3. The \_\_\_\_\_ tool is best selected when you need to select an abnormally shaped Image in a layer.
- (A) Crop. (B) Marquee.  
(C) Lasso. (D) Magic wand.
4. To turn-off the use of a tool, or deselect it, you must push the \_\_\_\_\_ key.
- (A) Ctrl + Z. (B) Shift + Z.  
(C) Shift + D. (D) Ctrl + D.
5. A new layer can be created by pressing \_\_\_\_\_.
- (A) Alt + Ctrl + N. (B) Shift + Ctrl + N.  
(C) Alt + Shift + N. (D) None of these.
6. Hexa decimal code FFFFFFFF represents \_\_\_\_\_ color.
- (A) White. (B) Black.  
(C) Red. (D) Green.
7. In Photoshop, \_\_\_\_\_ tool is used to make straight edge selection.
- (A) Magnetic lasso. (B) Clone.  
(C) Wand. (D) Polygonal lasso.

8. Duplicate option is under \_\_\_\_\_ menu in Photoshop.
- (A) Layer. (B) Image.  
(C) View. (D) Edit.
9. \_\_\_\_\_ is used for selecting and deselecting objects.
- (A) Bezier Tool. (B) Free hand tool.  
(C) Shape tool. (D) Pick tool.
10. Which of the following cannot be selected with the Magic Wand Tool in Illustrator ?
- (A) Effect. (B) Opacity.  
(C) Blending Mode. (D) None of these.
11. When using the Pen tool a user can access the following sub-tools under the pen tool ?
- (A) Signature assessment. (B) Add Anchor point.  
(C) Re-size stroke. (D) Draw.
12. An art brush can be made from which of the following in Illustrator ?
- (A) A gradient mesh. (B) A mask.  
(C) A compound path. (D) Wood and some boar's hair bristles.
13. Twirl, ripple and spherize are examples of distortion \_\_\_\_\_ you may use to Change the look of your graphic.
- (A) Filters. (B) Blending options.  
(C) Image adjustments. (D) Layer modes.
14. \_\_\_\_\_ is the drawing area in the Illustrator workspace that you can print.
- (A) Grey Area. (B) Artboard.  
(C) Bounding box. (D) None of these.
15. Perspective :
- (A) Parallel lines. (B) Effect of distance.  
(C) Bitmaps. (D) None of the above.

Turn over

16. Colour separation :

- (A) Print Production.
- (B) Web Production.
- (C) Post production.
- (D) None of the above.

17. Image compression :

- (A) Reduce the image data.
- (B) Reduce height and width.
- (C) Reduce physical size.
- (D) None of the above.

18. In Photoshop Ctrl + R is used for :

- (A) Ruler.
- (B) Guides.
- (C) Slice.
- (D) Grids.

19. A new layer can be created by pressing :

- (A) Alt + Ctrl + N.
- (B) Shift + Ctrl + N.
- (C) Alt + Shift + N.
- (D) None of these.

20. \_\_\_\_\_ adjusts the width of the space between two characters in a line of text in Photoshop.

- (A) Leading.
- (B) Kerning.
- (C) Tracking.
- (D) Cloning.

**Section C**

*Answer any **one** question.*

*The question carries 11 marks.*

20. Draft an essay on the ethics of image manipulation citing examples.
21. What are the blending modes and how do you use it ?

(1 × 11 = 11 marks)

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**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020**

B.A. Multimedia

BMM 3B 04—COMPUTER GRAPHICS

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least eight questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Visual design.
2. CMYK.
3. Logotypes.
4. Product packaging.
5. Grid.
6. Photo tracing.
7. Composition.
8. Pen tool.
9. Color correction.
10. Pop-up advertisement.
11. Communication design.
12. Matt coated paper.

(8 × 3 = 24 marks)

**Section B***Answer at least five questions.**Each question carries 5 marks.**All questions can be attended.**Overall Ceiling 25.*

13. Explain the various use of graphic design.
14. Demonstrate the various tools in Adobe Illustrator.
15. How do you remove clutter from your photography ?
16. What are different paper sizes ?
17. Differentiate between UX and UI design.
18. What are the different types of signage ?
19. Mention the various file formats in Photoshop.

(5 × 5 = 25 marks)

**Turn over**



**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020****B.A. Multimedia****BMM 3B 03—MEDIA PUBLISHING****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
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## BMM 3B 03—MEDIA PUBLISHING

(Multiple Choice Questions for SDE Candidates)

1. The final version of Adobe Pagemaker is \_\_\_\_\_.  
(A) 6.0. (B) CS.  
(C) 7.0. (D) 7.5.
2. Which file format contain photorealistic images ?  
(A) JPG. (B) CDR.  
(C) EPS. (D) DWG.
3. DPI stands for :  
(A) Resolution measurement. (B) Resolution physical size.  
(C) None of the above.
4. Increase the font size in Indesign :  
(A) Ctrl - Shift - >. (B) Ctrl -Shift- <.  
(C) Ctrl-Alt->. (D) Ctrl-Alt - <.
5. In Indesign Alt + Shift + F11 stands for :  
(A) Story Editor. (B) Glyphs.  
(C) Leading. (D) None of the above.
6. A4 size :  
(A) 28 × 22 cm. (B) 29.7 × 21 cm.  
(C) 30.5 × 23 cm. (D) 18 × 27 cm.
7. Each spread's pasteboard provides space to accommodate objects that :  
(A) Bleed. (B) Spreads.  
(C) Align. (D) None of the above.

8. \_\_\_\_\_ is a collection of documents that can share styles, swatches, master pages, and other items.
- (A) A book file. (B) A template.  
(C) A document. (D) None of the above.
9. Controls how far you have to move your mouse or stylus before a new anchor point is added to the path :
- (A) Smoothness. (B) Fidelity.  
(C) Blending. (D) None of the above.
10. Photo whose most important details appear in the shadows :
- (A) Low Key Photo. (B) High key photo.  
(C) Desaturated photo.
11. A special label for any regularly appearing section, page or story; also called a standing head :
- (A) Header. (B) Byline.  
(C) Gutter.
12. Red, yellow, orange :
- (A) Secondary colors. (B) Warm colors.  
(C) Cool colors.
13. The rule devised to give proportions of height to width when laying out text and illustrations to produce the most optically pleasing result :
- (A) Leading line. (B) Rule of third.  
(C) Golden ratio.
14. What is the ideal resolution of an image for offset Printing ?
- (A) 72 dpi. (B) 100 dpi.  
(C) 300 dpi.
15. The Color model used to display in Electronic Media :
- (A) CMYK. (B) HSB.  
(C) RGB. (D) BMP.

16. Desk Top Publishing :

- (A) Java.
- (B) Net.
- (C) Indesign.
- (D) None of the above.

17. A quality of Digital Image is measured by :

- (A) Physical size.
- (B) Height and width.
- (C) DPI.
- (D) None of the above.

18. In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing :

- (A) Body.
- (B) Article.
- (C) Composition.

19. Text that's indented around a photo or artwork ; also called a run around or skew :

- (A) Wraparound.
- (B) Bold.
- (C) Italic.

20. Primary colors :

- (A) Orange, green, violet.
- (B) Red, Yellow, Blue.
- (C) Red, Green, Orange.

**THIRD SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.A. Multimedia

BMM 3B 03—MEDIA PUBLISHING

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer at least eight questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 24.*

1. Typeface.
2. QuarkXPress.
3. Line.
4. Packaging Design.
5. Letter press.
6. Screen printing.
7. Post script fonts.
8. PDF.
9. Text wraps.
10. Mater page.
11. Laser Printers.
12. Mesh Screens.

(8 × 3 = 24 marks)

### **Section B**

*Answer at least **five** questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Explain the purpose of page layout and what makes a good layout.
14. What are Meta tags and how do you create it ?
15. What is the principle of lithography ?
16. Explain the most common Serif and sans Serif fonts.
17. Describe, how to prepare a file for print production?
18. Make a note on Grid.
19. Introduce any five tools in any page designing software.

(5 × 5 = 25 marks)

### **Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Typography is an art. Elucidate the statement.
21. Draft a short essay on the history of printing.

(1 × 11 = 11 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

**B.A. Multimedia**

**BMM 3B 05—DIGITAL PHOTOGRAPHY**

**(2017 Admissions)**

**Time : Two Hours**

**Maximum : 60 Marks**

**Section A**

*Answer any number of questions, each one not exceeding 50 words.*

*Each answer carries 2 marks.*

*Ceiling of marks for section A is 20.*

- |                     |                      |
|---------------------|----------------------|
| 1. Photo feature    | 2. Cutline           |
| 3. CCD              | 4. SLR Camera        |
| 5. Aperture Control | 6. Depth of field    |
| 7. Shallow focus    | 8. Low Key Lighting  |
| 9. Key Light        | 10. Exposure         |
| 11. Filters         | 12. Nicéphore Niépce |

**Section B**

*Answer any number of questions, each one not exceeding 100 words.*

*Each answer carries 5 marks.*

*Ceiling of marks for section B is 30.*

13. Rules of composition.
14. Common camera controls.
15. Different types of photography.
16. Difference between analog and digital photography.
17. Functions of lighting.
18. Write a note on different parts of digital camera.
19. Qualities of a good photojournalist.

**Section C**

*Answer any one question not exceeding 400 words.*

*The answer carries 10 marks.*

20. Explain the legal and ethical aspects of digital photography.
21. Trace the history of photography.

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**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020****B.A. Multimedia****BMM 3B 04—COMPUTER GRAPHICS****(2017 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
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3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## BMM 3B 04—COMPUTER GRAPHICS

## (Multiple Choice Questions for SDE Candidates)

- The tool that lets you select an area of an image and then paint with that area is called :  
(A) Eyedropper. (B) Copy.  
(C) Clone. (D) Patch.
- To undo the last change made to your graphic design, the \_\_\_\_\_ key is used.  
(A) Ctrl + D. (B) Shift + Z.  
(C) Ctrl + Z. (D) Shift + D.
- To turn-off the use of a tool, or deselect it, you must push the \_\_\_\_\_ key.  
(A) Ctrl + Z. (B) Shift + Z.  
(C) Shift + D. (D) Ctrl + D.
- The \_\_\_\_\_ adjustment layer allows you to create a black and white image from your color image.  
(A) Channel Mixer.  
(B) Gradient Map.  
(C) Photo Filter.  
(D) Pasterize.
- Short key to change the screen mode in Photoshop ?  
(A) F. (B) Alt + F.  
(C) Ctrl + F. (D) None of these.
- Hexa decimal code FFFFFFFF represents \_\_\_\_\_.  
(A) White. (B) Black.  
(C) Red (D) Green.
- In Photoshop, \_\_\_\_\_ tool is used to repair the selected area with pixels of Another area.  
(A) Patch. (B) Clone.  
(C) Wand. (D) None of these.

8. In Photoshop, \_\_\_\_\_ Tool is used to erase pixels from similar colored area.
- (A) Magic Eraser. (B) Background Eraser.  
(C) Layer Eraser. (D) None of these.
9. What is NOT an option in the stroke cap options in Illustrator ?
- (A) Butt cap. (B) Round cap.  
(C) Flat cap. (D) Projecting cap.
10. Which of the following cannot be selected with the Magic Wand Tool in Illustrator ?
- (A) Effect. (B) Opacity.  
(C) Blending Mode. (D) None of these.
11. When using the Pen tool a user can access the following sub-tools under the pen tool ?
- (A) Signature assessment. (B) Add Anchor point.  
(C) Re-size stroke. (D) Draw.
12. An art brush can be made from which of the following in Illustrator ?
- (A) A gradient mesh. (B) A mask.  
(C) A compound path. (D) Wood and some boar's hair bristles.
13. Twirl, ripple and spherize are examples of distortion \_\_\_\_\_ you may use to Change the look of your graphic.
- (A) Filters. (B) Blending options.  
(C) Image adjustments. (D) Layer modes.
14. \_\_\_\_\_ tool in Photo Shop allows you to duplicate part of an image.
- (A) Pattern Stamp. (B) Clone Stamp.  
(C) Patch. (D) Spot Healing.
15. \_\_\_\_\_ tool helps you to paint shapes that intersect and merge with other shapes of same color in Illustrator.
- (A) Polar grid. (B) Blob brush.  
(C) Smooth. (D) Path eraser.

16. Perspective :

- (A) Parallel lines. (B) Effect of distance.  
(C) Bitmaps. (D) None of these.

17. Three-dimensional :

- (A) Height, width and depth. (B) Height and width.  
(C) Height and depth. (D) None of the above.

18. Which colour mode is used for digital image :

- (A) CMYK. (B) HSB.  
(C) PANTONE. (D) RGB.

19. In Photoshop Ctrl + E is used for :

- (A) Ruler. (B) Guides.  
(C) Slice. (D) Grids.

20. A new layer can be created by pressing \_\_\_\_\_.

- (A) Alt + Ctrl + N. (B) Shift + Ctrl + N.  
(C) Alt + Shift + N. (D) None of these.

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.A. Multimedia

BMM 3B 04—COMPUTER GRAPHICS

(2017 Admissions)

Time : Three Hours

Maximum : 60 Marks

**Section A (One Word)***Answer all questions.**Each question carries 1 mark.*

- Which among the following is an image file format ?
  - MP3.
  - TIFF.
  - PDF.
  - JPG.
- When an area of pixels is to fill with colour, which of the following tool could be used ?
  - Magic wand.
  - Marquee.
  - Paint bucket.
  - Gradient.
- The \_\_\_\_\_ tool allows you to select similar areas easily.
  - Clone Stamp.
  - Marquee.
  - Lasso.
  - Magic wand.
- \_\_\_\_\_ is a vector graphics editor.
  - Adobe Photoshop.
  - Smoke.
  - Adobe Illustrator.
  - Aftereffects.
- \_\_\_\_\_ process allows the user to convert the layers into a flat, raster image.
  - Pixelation.
  - Rasterisation.
  - Gammification.
  - Adjustment layers.
- The \_\_\_\_\_ command lets you modify a color channel using a mix of the current colour channels.
  - Channel Mixer.
  - Colour Balancer.
  - Colour Coder.
  - Colour Dodge.

**Turn over**

7. The expansion of PNG :
- a) Pixel Node Graphics.
  - b) Pica Neutral Gradient.
  - c) Portable Network Graphics.
  - d) Pixel Network Graphics.
8. Run Length Encoding is a term related to :
- a) File transfer.
  - b) File security.
  - c) File safety.
  - d) File compression.
9. Quick Time is a \_\_\_\_\_ format.
- a) Image.
  - b) Movie.
  - c) Text.
  - d) None of the above.
10. Expand TIFF :
- a) Tagged-Image File Format.
  - b) Twin-Image File Format.
  - c) True Image File Format.
  - d) None of the above.

(10 × 1 = 10 marks)

**Section B (Short Answers)**

*Answer any six questions.  
Each question carries 2 marks.*

- 11. Channel Mixers.
- 12. Flash.
- 13. CMYK.
- 14. Graphic Communication.
- 15. Types of colour schemes.
- 16. Pen Tool.
- 17. PDF.
- 18. 2D animation.

(6 × 2 = 12 marks)

**Section C (Paragraphs)**

*Answer any three questions.  
Each question carries 6 marks.*

- 19. Photoshop tool box.
- 20. Web Graphics.
- 21. Differentiate between TIFF and JPEG formats.

22. Image correction.
23. GIF images and their use.

(3 × 6 = 18 marks)

**Section D (Essays)**

*Answer any two questions.  
Each question carries 10 marks.*

24. Discuss in detail the importance of computer graphics in education.
25. Make an essay on the trends in computer graphic design.
26. Write an essay on the use of graphic design in the web publishing industry.

(2 × 10 = 20 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.A.—Multimedia

BMM 3B 03—MEDIA PUBLISHING

(2017 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer any number of questions, each one not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for section A is 20.*

1. Screen Printing.
2. CMYK Colour Mode.
3. Authoring.
4. Typography.
5. Digital printing.
6. Gutter.
7. Text Wrapping.
8. Page Dummy.
9. GIF.
10. Image enhancement.
11. Pre-press.
12. Demy and Crown Size.

(10 × 2 = 20 marks)

**Section B***Answer any number of questions, each one not exceeding 100 words.**Each question carries 5 marks.**Ceiling of marks for section B is 30.*

13. Difference between intaglio and relief printing.
14. Text formatting tools in Adobe InDesign.

**Turn over**



15. Different ISO paper sizes.
16. Book production.
17. Colour separation.
18. Features and applications of Adobe InDesign.
19. Principles of Layout.

(6 × 5 = 30 marks)

### Section C

*Answer any one question not exceeding 400 words.  
The answer carries 10 marks.*

20. Explain the different printing techniques used in printing industry.
21. Elucidate the importance of typography in design.

(1 × 10 = 10 marks)

**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

B.M.M.C.

BMM 3C 06—DESIGN AND PAGINATION

Time : Two Hours

Maximum : 60 Marks

**Section A**

*Answer all questions.*

*Each question carries 1 mark.*

1. A dot or similar marking used to emphasize text :
  - a) Bullet.
  - b) Icon.
  - c) Alphabet.
  - d) Dingbat.
2. The actual page number in a publication :
  - a) Proof.
  - b) Rule.
  - c) Folio.
  - d) Header.
3. Photo whose most important details appear in the shadows :
  - a) High Key Photo.
  - b) Low Key Photo.
  - c) Desaturated Photo.
  - d) Diffused Photo.
4. The ISO code for the paper size 297 mm × 420 mm :
  - a) A2.
  - b) A4.
  - c) A1.
  - d) A3.
5. A line providing descriptive information about a photograph :
  - a) Byline.
  - b) Wrapline.
  - c) Caption.
  - d) Nameplate.
6. \_\_\_\_\_ is an example for a serif font type.
  - a) Times New Roman.
  - b) Calibri.
  - c) Arial.
  - d) None of the above.

**Turn over**

7. Expand the term GSM :
- a) Global Standard Measurement.
  - b) Grams per Square Metre.
  - c) Gutter Scale Measurement.
  - d) None of the above.
8. Printing that extends to the edge of a sheet or page after trimming is called ?
- a) Gutter.
  - b) Margin.
  - c) Bleed.
  - d) Silhouette.
9. The main text of work not including the headlines :
- a) Deck.
  - b) Header.
  - c) Paragraph.
  - d) Body.
10. Name used to denote font family :
- a) Typeface.
  - b) Text.
  - c) Copy.
  - d) None of the above.

(10 × 1 = 10 marks)

### Section B

*Answer any six questions.  
Each answer carries 2 marks.*

11. What is meant by a Kicker headline ?
12. What are serifs and sans serifs in Typefaces ?
13. What is Dingbat in typography ?
14. What is a JPEG image ?
15. What are Infographics ?
16. What are triadic colours ?
17. What is balance in design ?
18. What are additive and subtractive colours ?

(6 × 2 = 12 marks)

**Section C**

*Answer any **three** questions.  
Each question carries 6 marks.*

19. Explain the importance of principles of design ?
20. Identify different paper sizes in the ISO papersize system.
21. Discuss about the process of newspaper dymmying.
22. What are the qualities of a well designed page ?
23. Write down a note on Adobe Photoshop.

(3 × 6 = 18 marks)

**Section D**

*Answer any **two** questions.  
Each question carries 10 marks.*

24. Explain the significance of design in visual communication.
25. Discuss about the impact of digital technologies in the graphic design industry.
26. Critically comment on the basic principles of layout and design for a newspaper.

(2 × 10 = 20 marks)

**I Answer all questions**

- 1 Font
- 2 Spacing
- 3 Vector Images
- 4 TIFF
- 5 Post Script
- 6 Style Sheet
- 7 Serigraphy
- 8 PMS
- 9 Proofing
- 10 Kerning

(10 × 1 = 10 marks)

**II Answer any six questions**

- 11 What do you mean by process color ?
- 12 Write down the specification of A4 and its density size
- 13 Explain exporting an image
- 14 What do you mean by image compression ?
- 15 Difference between Letter press and Offset
- 16 Explain text editing
- 17 What is point system ?
- 18 Write a note on Typography

III. Answer any *three* questions :

- 19 Explain post production of printing.
- 20 What do you mean by CMYK ? Explain.
- 21 What do you mean by a stationary products ?
- 22 Explain, how can you import text or image in Adobe InDesign ?
- 23 Discuss various types of printing.

(3 × 6 = 18 marks)

IV. Write on any *two* questions :

- 24 Explain the advantages of Indesign.
- 25 Briefly write the features of Typography.
- 26 What is Offset printing ?

(2 × 10 = 20 marks)

- 22 Explain image editing and image compression.
- 23 Explain any *two* effects available in Illustrator.

(3 × 6 = 18 marks)

IV Write essay on any *two* questions :

- 24 Explain the pre press process for designing a brochure.
- 25 Explain the features and applications of a graphic design software.
- 26 Write about the rules of poster design.

(2 × 10 = 20 marks)

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**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

**B.M.M.C.**

**BMM 3B 04—COMPUTER GRAPHICS**

**Time : Three Hours**

**Maximum : 60 Marks**

**I. Answer *all* questions :**

- |                |                   |
|----------------|-------------------|
| 1 Hyper media. | 2 Leading.        |
| 3 Layer.       | 4 Key frame.      |
| 5 Cloning.     | 6 Use of PDF.     |
| 7 Masking.     | 8 Blending modes. |
| 9 HTML.        | 10 Contrast.      |

(10 × 1 = 10 marks)

**II. Answer any *six* questions :**

- 11 What is the difference between 'Save' and 'Save as' ?
- 12 What you mean by Raster Graphics ?
- 13 What do you mean by interactive computer Graphics ?
- 14 What do you mean by GUI?
- 15 What do you mean by an aspect ratio ?
- 16 Define Bitmap.
- 17 Define Resolution.
- 18 What is scaling in computer graphics ?

(6 × 2 = 12 marks)

**III Answer any *three* questions :**

- 19 Explain any *five* tools in Photoshop.
- 20 What is chroma keying ? Explain its uses.
- 21 What is Cropping ?

**Turn over**



**THIRD SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2020**

**B.M.M.C.**

**BMM 3C 05—DIGITAL PHOTOGRAPHY**

**Time : Three Hours**

**Maximum : 60 Marks**

*Write very brief notes on all the following questions ; each one carries 1 mark.*

- |                        |                     |
|------------------------|---------------------|
| 1. Portrait.           | 2. News photo.      |
| 3. Analog photography. | 4. Aperture.        |
| 5. ISO.                | 6. Hard light.      |
| 7. Soft light.         | 8. Telephone lense. |
| 9. JPEG.               | 10. ASA             |

(10 × 1 = 10 marks)

*Write short notes on any six of the following ; each one carries 2 marks.*

11. DLR and SLR cameras.
12. Rules of composition.
13. Colour temperature and white balance
14. Depth of field.
15. Films and filters.
16. Moving camera and the subject.
17. High shutter speed and low shutter speed.
18. Light fixtures and reflectors.

(6 × 2 = 12 marks)

*Write short essays on any three of the following ; each one carries 3 marks*

19. Define photo journalism
20. Are there any difference between photo essay and photo feature ?

**Turn over**

21. What are the qualities of a wildlife photographer ?
22. Would lighting improve the clarity of a Photograph ?
23. Write a brief note on one of the video cameras you have operated during teh course.

(3 × 6 = 18 marks)

*Write essays on any two of the following.*

24. Summarise the history of photograph from its primitive origin to the most modern digital equipment.
25. Discuss the merits of the most modern digital cameras, lenses and other accessories.
26. What are the different types of photography ? Discuss in detail.

(2 × 10 = 20 marks)